



Why CSPs need to put service first

Make your customer-centric
vision a reality – fast

Rising consumer expectations and a pressure to lower operational costs means that it's time to rethink your approach to customer service. Understanding what your customers want and responding to them proactively, on their terms, is the way forward. So the question is: how do you create positive service experiences that not only make your customers happy, but also drive long-term, profitable relationships?



89% of enterprises have plans to adopt or have already adopted a digital-first business strategy¹

Telecom customers expect experiences that are easy and connected. To meet these expectations, CSPs need to provide seamless digital customer service options.

The trouble is, many communications service providers (CSPs) are approaching this challenge with an outdated strategy. Dated success measures, siloed systems, and disjointed processes often stand in the way of providing frictionless experiences for customers. CSPs must update their approach. Rather than focusing on traditional success measures, such as average handling time or first call resolution, considering new customer-centric metrics, like customer effort and call avoidance, can advance your approach.

It's time to radically shift the way you engage

How you interact with customers is changing. It's not only about the call center and the agent anymore. Customers expect you to meet them on their preferred channel – **not the other way around.**

To provide the contextual, personalized guidance customers seek, it's crucial to move beyond a phonenumber or product-centric mindset to understand customers as individuals. This means thinking holistically about customer journeys, not just completing transactions. It's about more than collecting information on individuals – it's about turning that information into insight. The right insight empowers you to engage customers in relevant conversations, in real time.

3 steps to becoming truly customer-centric

Here's how to take a proactive, personalized approach to customer service:

1

Knowing the customer takes more than identifying their phone line or the products they own. You must turn customer knowledge into real-time action. You must know their needs, understand their relationship to you, and **tailor every action to drive customer value.**

2

Embracing digital process automation is essential, as it connects disparate systems together into a cohesive **end-to-end experience.** This frees up agents to truly listen to customers and deliver proactive, personalized service in context.

3

Taking an omni-channel approach isn't about supporting multiple channels – **it's about making every channel your best channel.** Regardless of how the customer contacts the CSP, the experience must be consistent, seamless, and focused on the desired outcome.

How to make it real (and get real results)

To implement a proactive, personalized customer service approach, it's important to make three significant changes:

Empower one-to-one engagement with real-time AI

Leverage a real-time AI engine that recommends the next best action across all channels. Optimize every interaction to improve the customer relationship, increase revenue opportunities, and make it easier for customers to find the answers they seek.

Create positive customer and business outcomes with end-to-end automation

Bridge the gap between back-end legacy systems and the digital front end. Implementing end-to-end automation and robotics empowers CSPs to turn staff-driven, manual transactions into outcome-driven, digital experiences that are personalized for each individual customer.

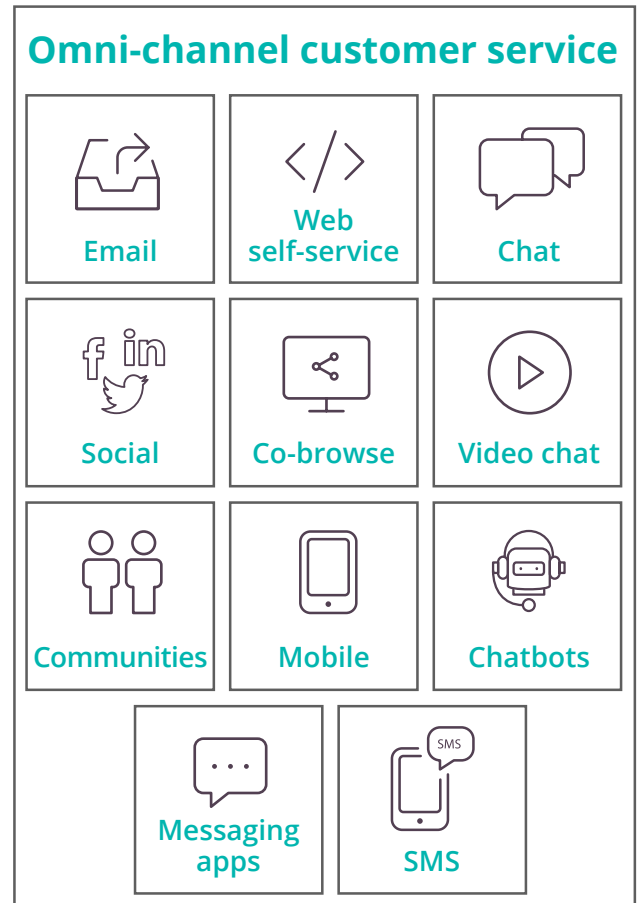
Unite experiences across channels

Smash through channel silos by designing end-to-end journeys using case management, which can maintain a consistent experience across channels and devices. The result? A future-proof, "channel-less" service environment that adapts as channels evolve.

CSPs are investing in the transformation needed to deliver proactive, digital customer service because they see the tremendous potential value, including:

- **Reduced cost of service (80% and above)**
- **Increased conversion rate (15% and above)**
- **Increased Net Promoter Score (10-40 points)**
- **Incremental agent-sales opportunities (2-3x)**
- **Significant return on investment (473%)**
- **Minimized payback period (4-6 months)**

[Learn more](#)



Pega Customer Service provides real customer engagement across all channels – with insight, action, and agility.



"We've seen a 40% reduction in [new customer] complaints and a 15% reduction in calls. We reported our lowest-ever churn which is a testament to how this is really starting to land and improve our customer experience."

– Alex Birtles
Head of Loyalty, TalkTalk

Who's getting it right?

Leading CSPs are already embracing this approach, with dramatic results.

TalkTalk

From the reduced number of complaints, shorter calls, and lowest-ever churn, TalkTalk delivered £21 million in incremental savings.

[Learn more](#)



LIBERTY GLOBAL

Liberty Global overcame IT complexities to deliver personalized customer journeys.

[Learn more](#)



Don't be left behind.

To learn more about how leading CSPs are delivering proactive digital service, visit us at:
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