



Case Study

Case Study: Tier 1 NA Carrier

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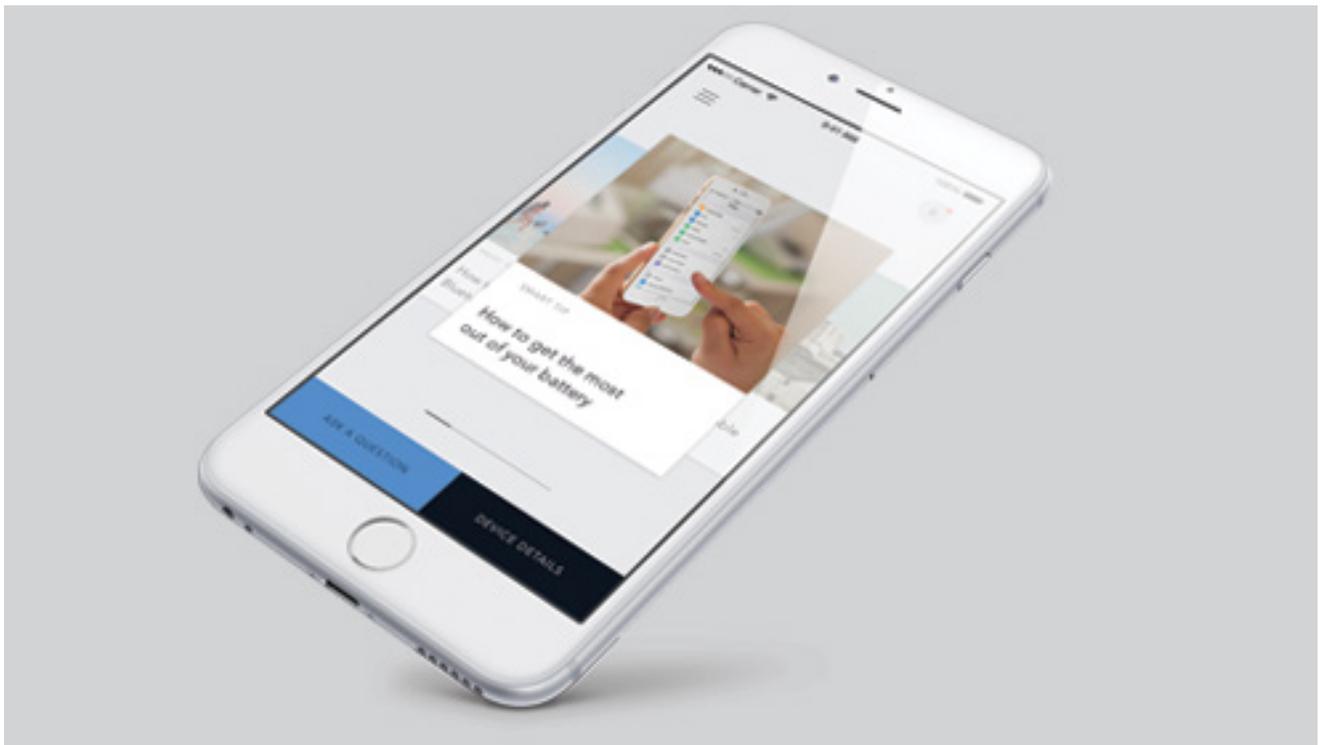
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Case Study

Implementing Contextual Self-Care Helps Customers Address 90% of Issues with Wireless Products and Services Through Self-Serve



ABOUT THE CUSTOMER

This customer is a leading diversified public communications and media company. They are the largest provider of wireless communications services in their country and a leading provider of cable television, high-speed Internet and telephony services to consumers and businesses. Through a media division, they engage in radio and television broadcasting, televised shopping, magazines and trade publications, sports entertainment, and digital media.

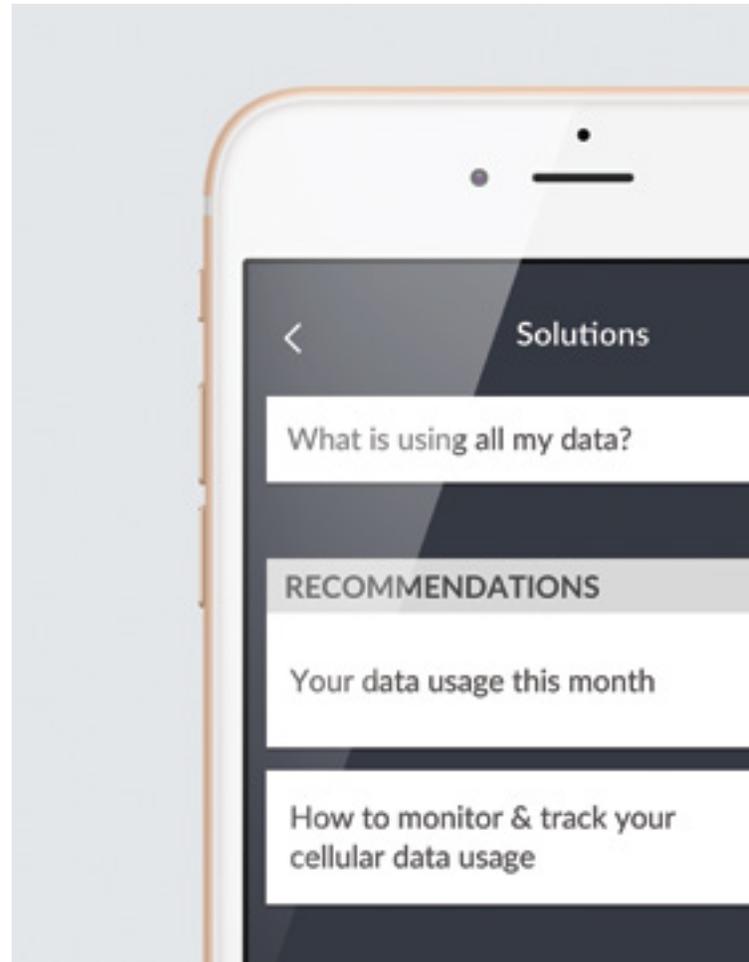
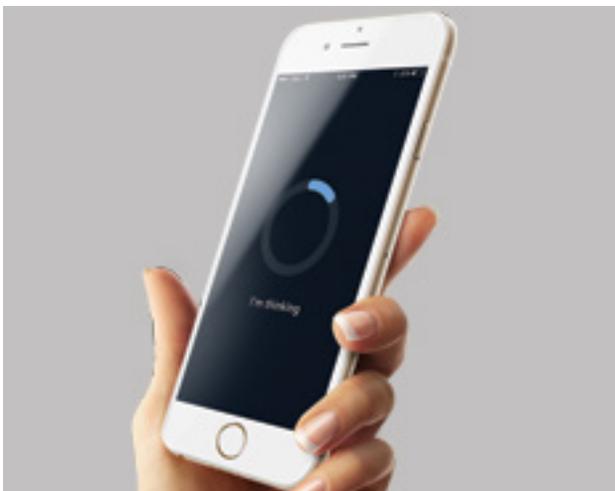
WHAT'S THE CHALLENGE?

This carrier wants to deliver exceptional customer care to their subscribers and provides many support options including a mobile app, resources on their website, community forums, live chat and, of course, calling into their contact center or visiting a local retail location.

The Challenge

As demographics shift more and more customers were looking for self-care first before trying to make contact with a live support rep. With an ever growing number of device types, plans and connectivity options; providing quick, accurate and personalized self-care was a challenge and becoming very costly.

Often when customers had questions regarding their wireless device, account or service they had to wade through a lot of information to find what they needed. Staying ahead of their competition and providing superior service to keep their customers delighted and loyal meant they had to look for an advanced self-care solution. The carrier wanted to provide customers the self-care they were looking for through a mobile app that was simple to use, convenient and personalized. With the growth of wireless devices expected to accelerate with the IoT the carrier wanted to ensure they were ready to deliver self-care that would exceed their customers' expectations.



THE SOLUTION

Implementing Contextual Self-Care

With the help of CrowdCare and their Wysdom platform, the carrier launched a new tool within the MyAccount app to provide personalized support. The updated MyAccount allows customers to ask their questions using natural language and quickly diagnose, analyze and resolve common issues, all without escalating to a live support rep. When customers prefer to chat with a live rep, it is all built in and completely seamless handing off the case to a rep who can continue to help where the app left off.

The Solution



By adding rich context to the latest in natural language processing (NLP) technologies, the Wysdom platform helps deliver the right answers to customers' natural language questions. Thousands of data points are reviewed to deliver the most relevant and qualified answer and avoid sending irrelevant answers to the customer. This allows customers to get a few very targeted answers to their questions and avoid browsing through dozens of potential answers that really don't fit.

Now the carrier's customers don't need to spend hours searching for answers online or trying to understand the highly technical information on a discussion forum. With the MyAccount app, powered by Wysdom, customers easily solve their problems themselves quickly and painlessly. They can also connect to a live chat agent directly from the app, if necessary. CrowdCare has worked closely with the carrier to continuously train the Wysdom system to deliver great answers to customers.

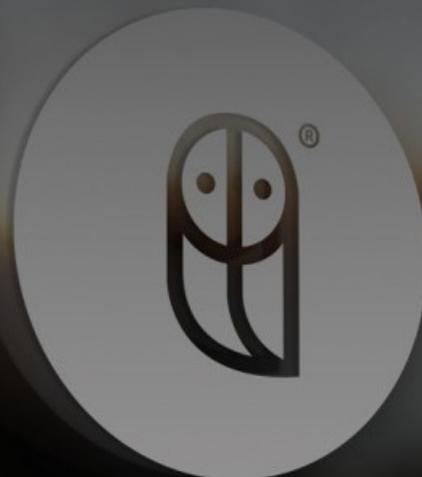
RESULTS - IMPROVING CUSTOMER SATISFACTION

Giving customers quick, accurate and convenient self-care has improved the carrier's customer experience, measured by Net Promoter Score and has reduced the strain on customer care teams lowering overall support costs. Results from customers using the app, powered by Wysdom, have been very positive:

- 90% of customers have been able to address their issue through self-serve using the app (only 10% of customers need to escalate to a live chat session for more information)
- 6 minutes is the average time spent in the app
- Hundreds of thousands have used the app in the past few months
- 50% of all visitors read Smart Tips, a real time dynamically generated type of content
- 51% of customers receive a personalized answer to their natural language question

Beyond just diverting calls to their contact centre and delighting customers, the carrier was also able to gain great insight into their customer behaviour and needs:

- 30,000 unique customer questions account for roughly 50% of all customer questions
- Customers questions are split almost 50/50 between billing/account and technical subjects
- 85% of customers polled prefer self-care over contacting a live rep
- The carrier determined the exact make and model of phones that drive the most questions and contacts
- Android and iOS customers read roughly the same amount of articles
- Android customers ask twice as many questions as iOS customers



WHY DID THE CARRIER CHOOSE CROWDCARE?

- The CrowdCare team delivered a unique set of technical assets to deploy contextual self-care to carrier customers.
- The CrowdCare team also provides a team of specialists to constantly analyze customer questions and behavior and use that information to continuously update the Wysdom knowledgebase.
- The Wysdom platform is ready to port over to all telco lines of business and scale with the IoT



ABOUT CROWDCARE

CrowdCare is a fast-growing technology company creating the best customer self-care experiences on the planet. By providing the world's most advanced care and support solutions for connected devices, CrowdCare helps mobile carriers and IoT providers increase customer satisfaction and lower customer service costs. Wysdom, CrowdCare's flagship product, is a full solution that supports the entire customer self-care experience across all contact channels. When customers ask a question using an app or website powered by Wysdom, context from billing, network and device data is combined with the power of natural language processing to deliver instant actionable answers, specifically relevant to each user.