



REACHING NEW HEIGHTS IN CUSTOMER EXPERIENCE

**RIGHT**  
**NOW**  
TECHNOLOGIES  
SUMMIT 07

## **Top 5 Best Practices for Telecom Companies**

August 29, 2007

Suzy Meriwether, Industry Solutions Manager

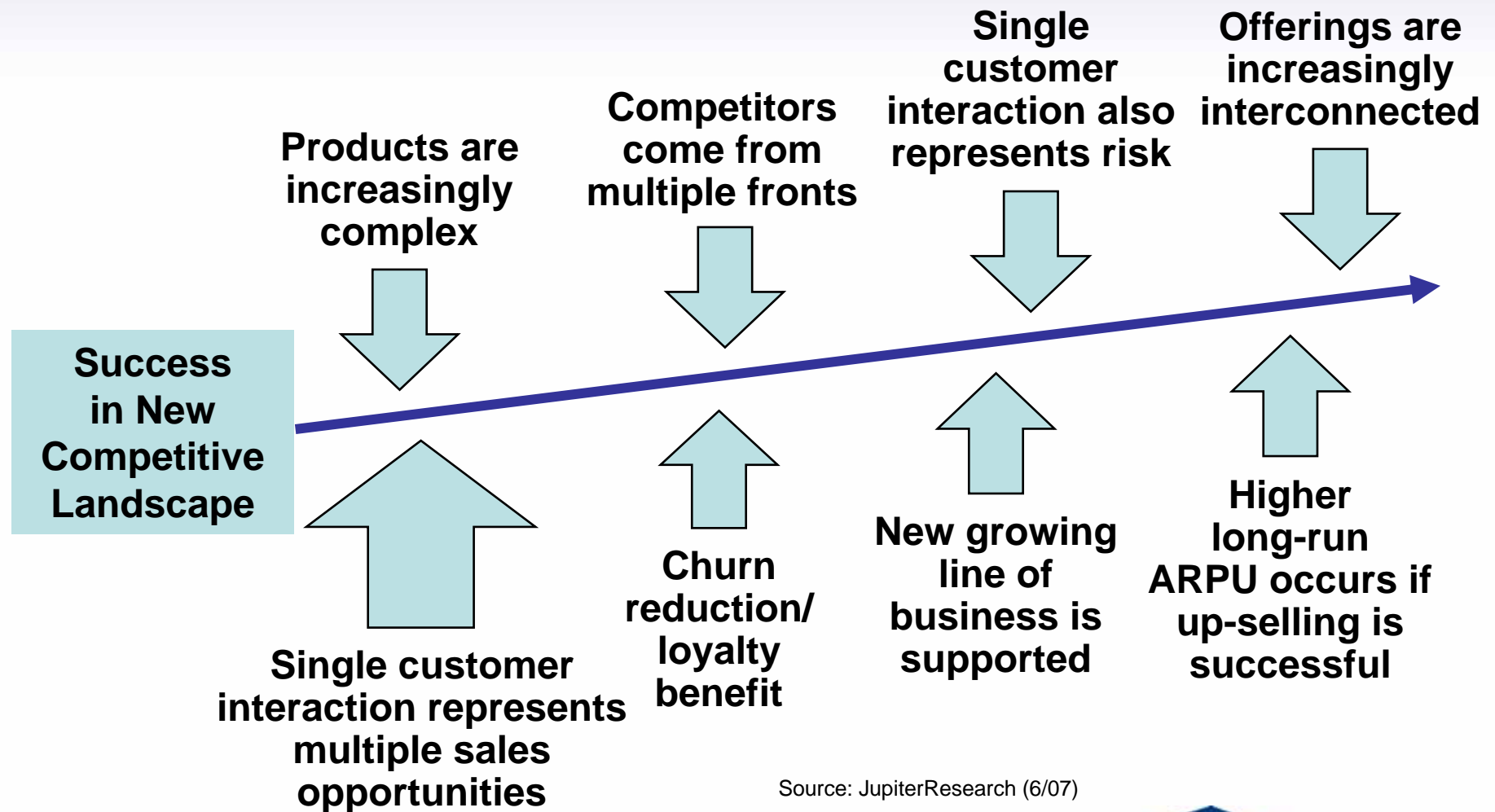
Anna Emmert, Solutions Center Consultant

## Session Objective

Share recent analyst research around complexity and customer expectations and then share simple, yet effective practices for improving customer service:

- Simplified self-service navigation
- Showcasing FAQs
- Search tuning
- Streamlined email management
- Listening to your customer
- Adding communications channels

# Success Marked by Responding to Change

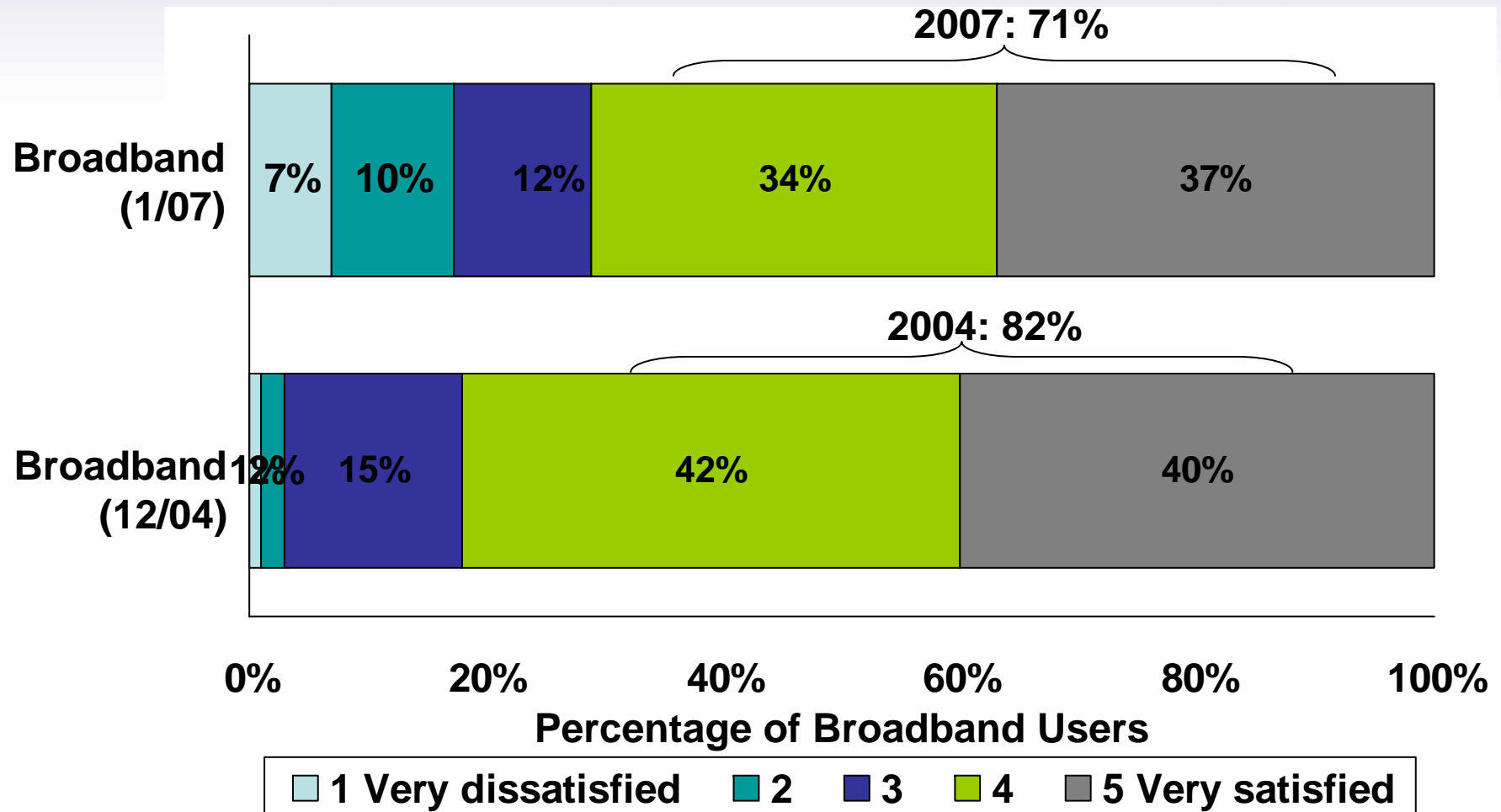


Source: JupiterResearch (6/07)

# Product Complexity Drives Need for Different Customer Interactions



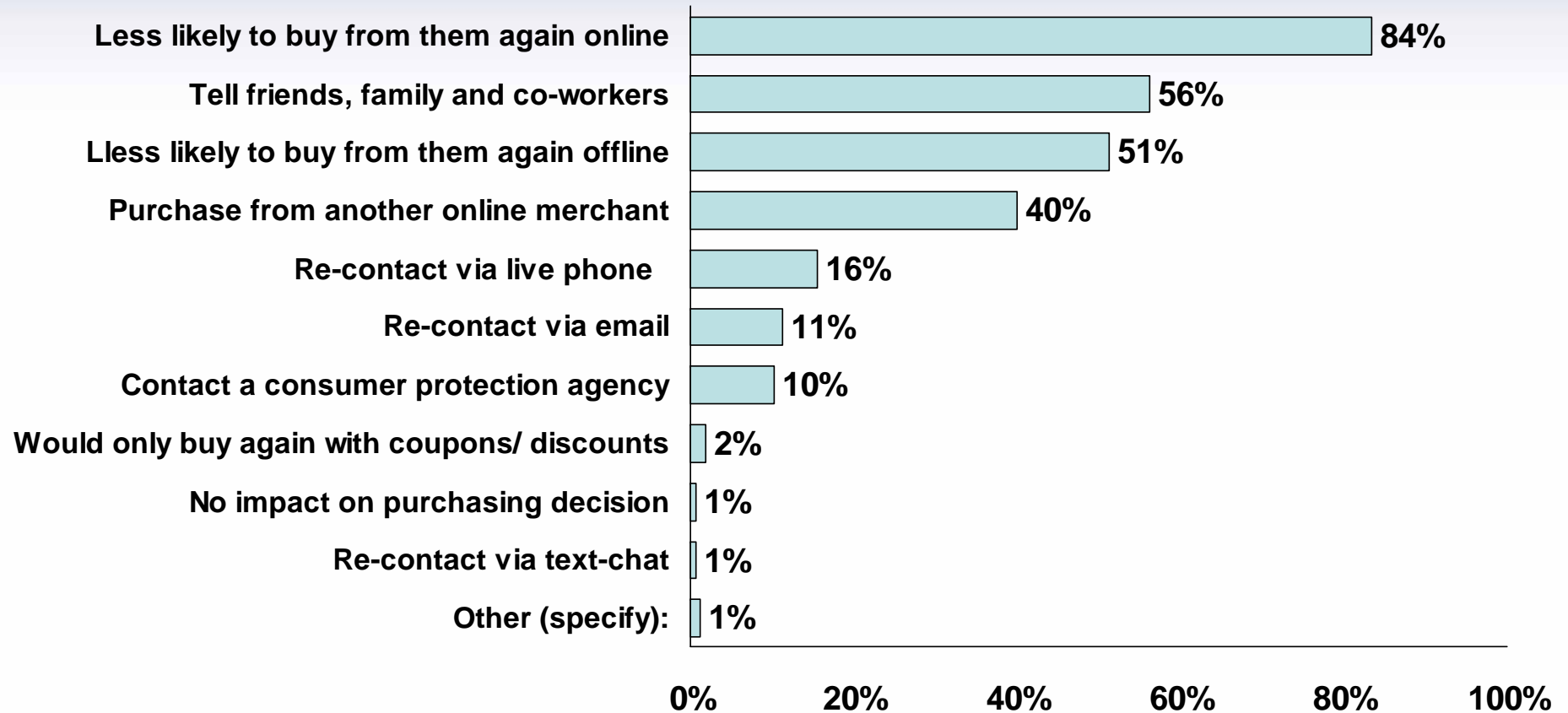
# Broadband Satisfaction High, but Decreasing Over Time



Question: How satisfied are you with your current ISP overall? If you currently have more than one ISP at home, please think about the ISP you use most often. (Select one.)

Source: JupiterResearch/Ipsos Insight Consumer Survey (1/07), n = 1,199; (12/04), n = 676 (broadband subscribers, US only)

# The Stakes of Customer Service Have Never Been Higher

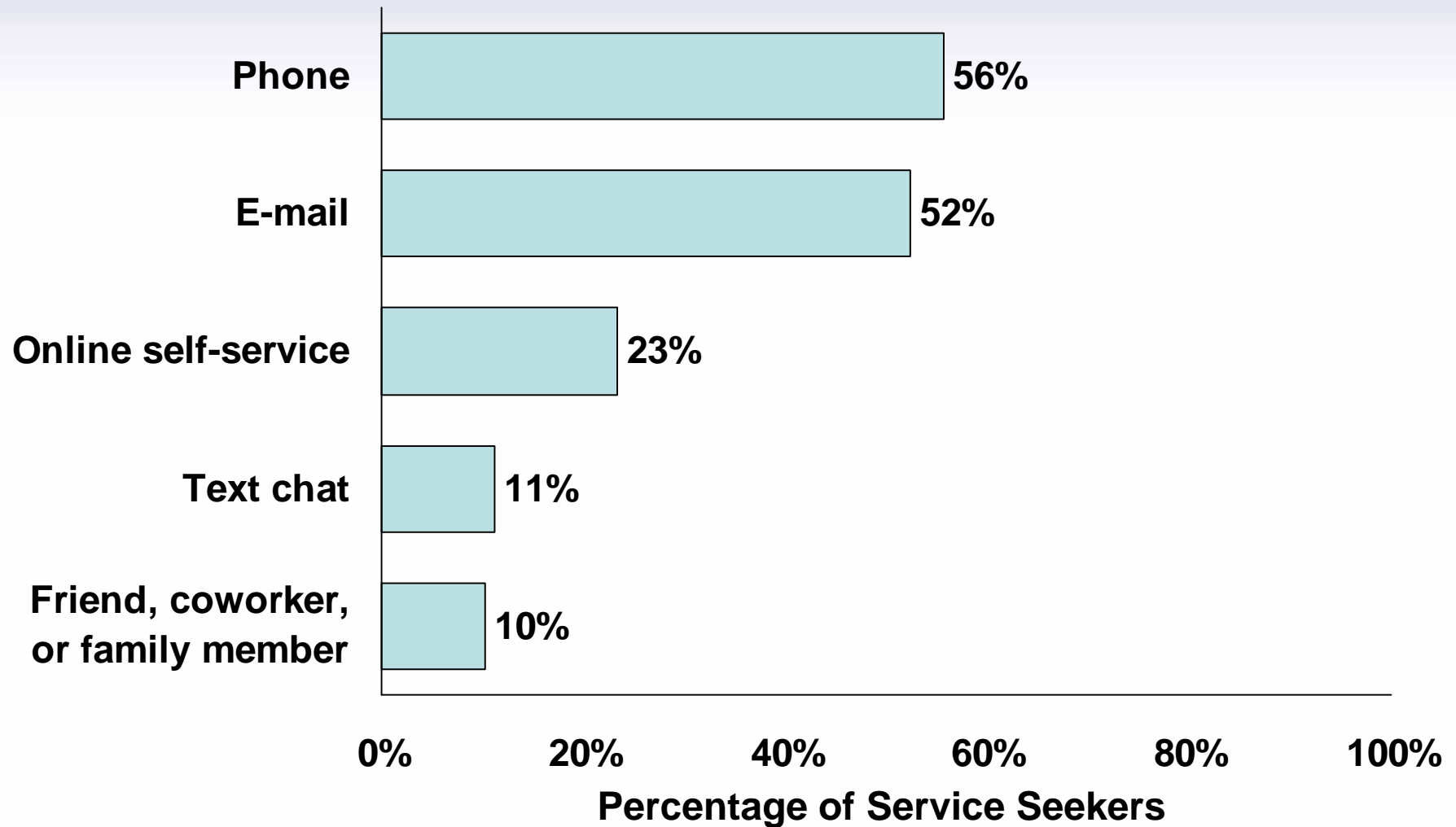


## Percentage of Online Users Who Value Customer Service For Telecom Products

Question: If you were dissatisfied with how a company handled your customer service inquiry, how would that impact your future purchases from that company? (Select all that apply.)

Source: JupiterResearch/Ipsos Insight Consumer Survey (11/06),

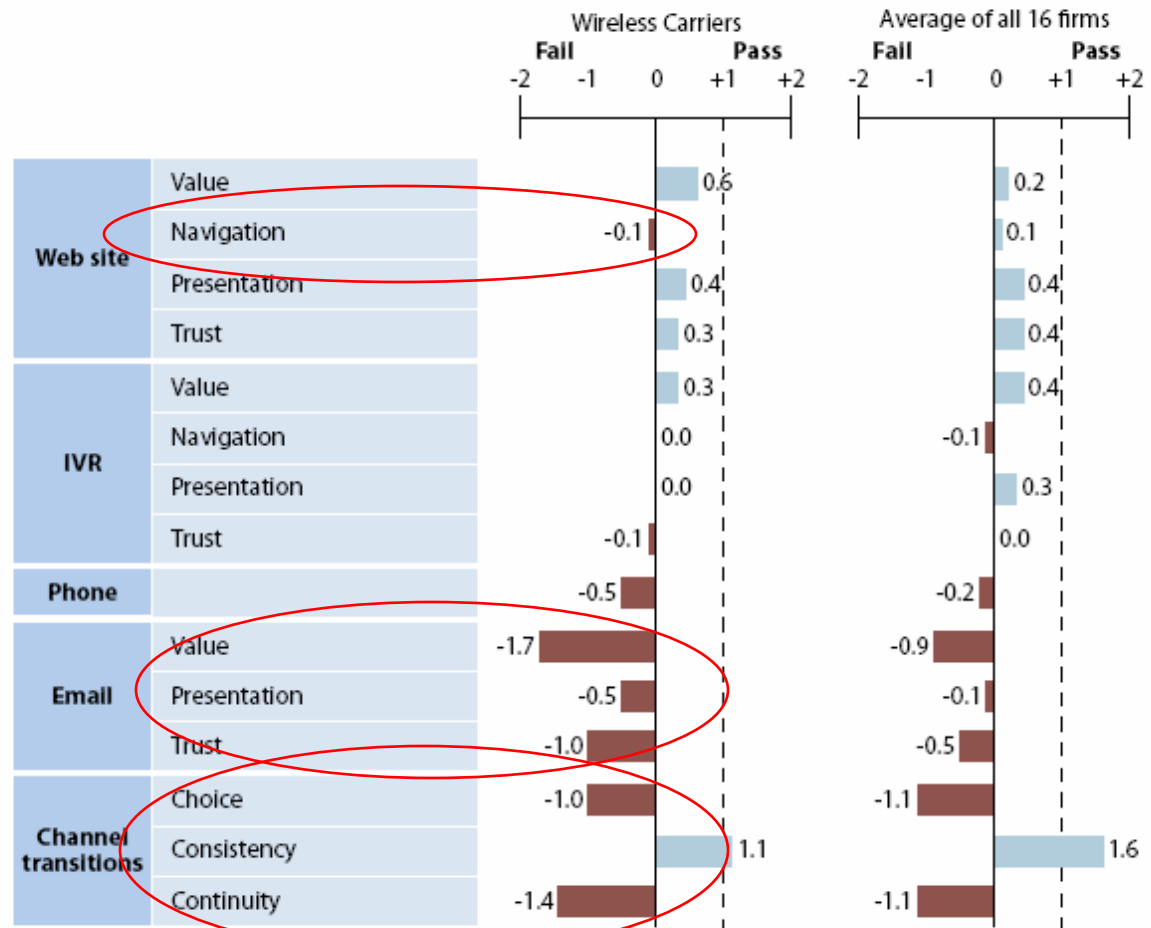
## Consumers' Touch Point Preference Varies



Source: JupiterResearch/Ipsos Insight Consumer Survey (11/06), n = 573 (service seekers, US only)

# How Good are the Touch points?

**Figure 3** How Wireless Carriers Compared With Other Firms Across Forrester's Criteria

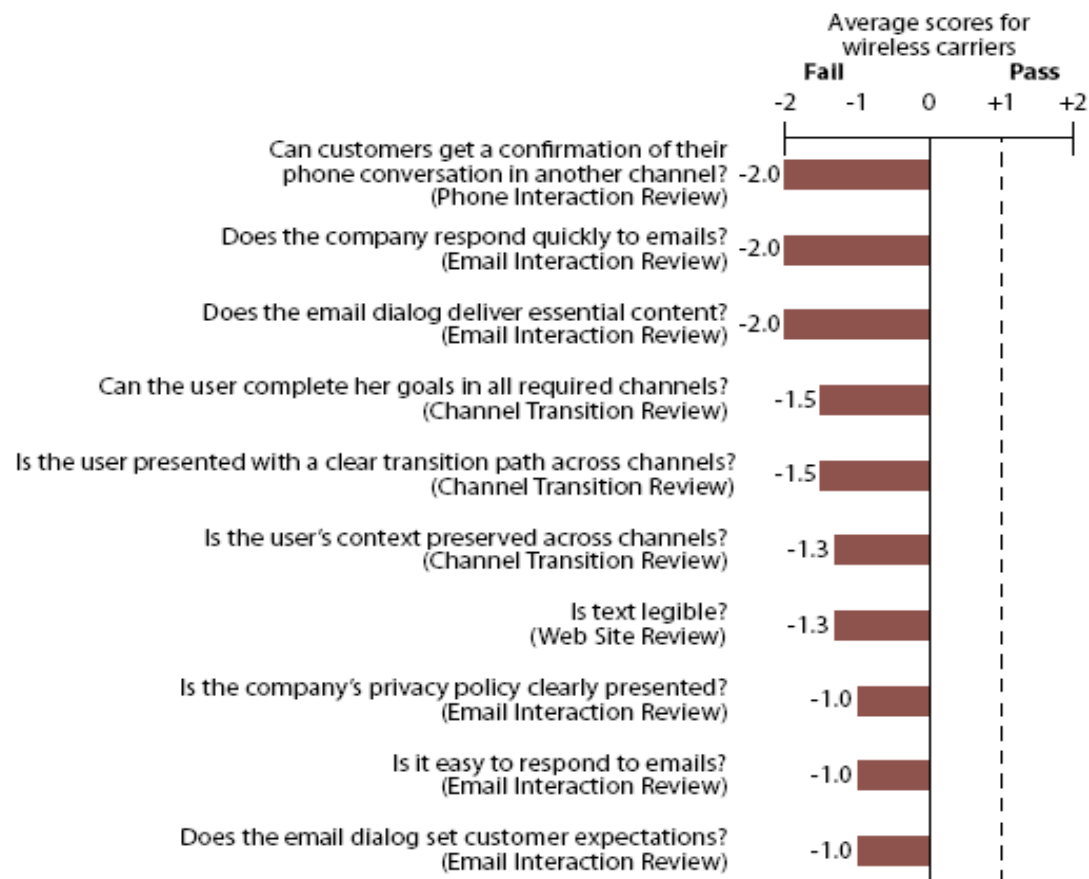


42530

Source: Forrester Research, Inc.

# Where Wireless Companies Fail in Their Customer Experience

**Figure 4** Top Ten Failing Criteria For Wireless Carriers



42530

Source: Forrester Research, Inc.

## Ways to Improve Customer Service

- Simplified self-service navigation
- Showcasing FAQs
- Streamlined email management
- Listening to your customer
- Adding communications channels

## Audience Question

Who thinks their customer support site is easy to navigate

How many of you leverage dynamically ranked FAQs



## Simplified Self-Service Navigation

- Simplified navigation
  - Show multiple categories on a single page
  - Leverage product icons
- FAQs
  - Post the most frequently viewed Q&As
  - Top X list, Top X listing under categories
  - RSS Feeds
  - Automatically sorted through product/model selections
- 3 Customer Sites
  - British Telecom
  - TomTom
  - Electronic Arts

## Simplified Self-Service Navigation: Search Tuning

- Benefits
  - Tuned search results match customer expectations
  - Adapt the site to the customer language
  - More accurate search results
- Touch Points
  - Aliases list
    - Contains common synonyms for verticalized language:
      - HD: High Definition, Hard Drive, Harley Davidson, or Home Depot?
    - File manager: aliases.txt
  - Stop Words
    - Specify common words that don't differentiate results
      - Examples: Click, Information, Please, Will
      - Make sure you don't have something you want searchable—e.g. 'Will' might be an important word on a legal document site
    - Administration Console → Service → Knowledge Base Configuration
      - ~~Stopwords~~

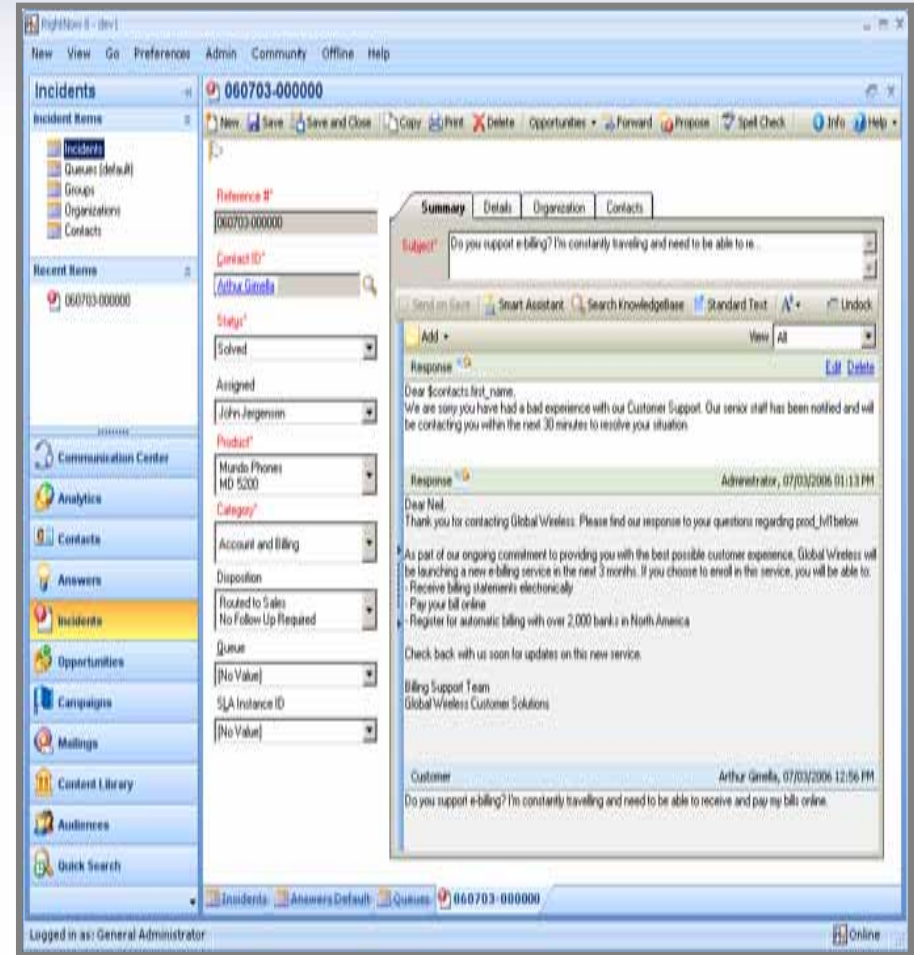
## Audience Question

Anyone use SmartAssistant<sup>®</sup> for emails



# Streamlined Email Management

- Deliver superior customer experience with email auto-acknowledgement and response
- Improve first contact resolution with automated suggestions
- Drive agent productivity with standard response templates and integrated knowledge base
- Efficiently manage emails with rules-driven auto-assignment
- Meet response commitments with SLA/entitlement management
- Demo



## Audience Question

Anyone survey their customers



# Listen to Your Customer

- **Learn what customers are thinking**
  - Product feedback
  - Support feedback
  - Purchase process survey
  - Closed incident survey
  - Event triggered survey
- **Web, email, voice**
- **Segmented & personalized**
- **Automate follow-up and analysis**
  - Ensure feedback is immediately acted upon and routed correctly
  - Achieve insight quickly leveraging integrated analytics
- **Intuitive wizard-like interface**

The screenshot displays the 'XL100 Feedback' software interface. The main window is titled 'Page 1' and contains three survey questions:

- Likely to Recommend:** On a scale of 0 to 10, how likely are you to recommend the XL100 to a friend or relative? (Includes a dropdown menu and 'Edit Delete' link)
- XL100 Satisfaction:** How satisfied are you with the XL100? (Radio buttons for Delighted, Satisfied, Neutral, Dissatisfied, Very dissatisfied)
- XL100 Satisfaction Factors:** What is the most significant factor influencing the answer you provided about your satisfaction level? (Radio buttons for Features, Design, State of the art technology, Ease of use, Help / technical support, Other (please specify) with a text input field)

The interface includes a top navigation bar with tabs for Summary, Questionnaire, Audience, Invitation Message, Proof Testing, Delivery, and Results. A right-hand sidebar contains 'Survey Tasks' (Add a Page, Pick a Template, Survey Options, End of Survey Options, Switch to Advanced Mode, Preview Survey) and 'Page Tasks' (Set Page Title, Add a Question, Add HTML Content). The bottom status bar shows 'Survey Template: none'.

# Closed Incident Survey

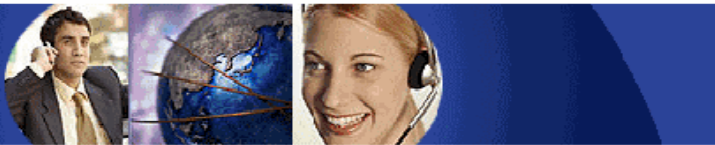
http://drusherdelta.rightnowdemo.com/cgi-bin/drusherdelta.cfg/php/enduser/doc\_serve.php?&1=AvcG - Windows Internet Explorer

http://drusherdelta.rightnowdemo.com/cgi-bin/drusherdelta.cfg/php/enduser/doc\_serve.php?&1=AvcG~wr~Dv8S~xb~Gv8

Google

TurboT... BT.CO... Logitec... Suppor... Linksys... htt... http://... RightN...

**Global Solutions**



Welcome ! Please take the time to answer a few quick questions about your experience with Global Wireless Support. This survey should take about one minute of your time and will help us to make your next experience with us even better.

How would you rate our service?

5 - Outstanding  4 - Excellent  3 - Good  2 - Fair  1 - Poor

What factors led you to your rating of our service?

Speed of Service

Responsiveness of Representatives

Availability of Information

Satisfaction with Resolution

Other

How likely are you to refer us to a friend, relative or colleague?

10 - Definitely

9 - Very Likely

8 - Likely

7 - Somewhat Likely

6 - Possibly

5 - Neutral

4 - Somewhat Unlikely

3 - Unlikely

2 - Very Unlikely

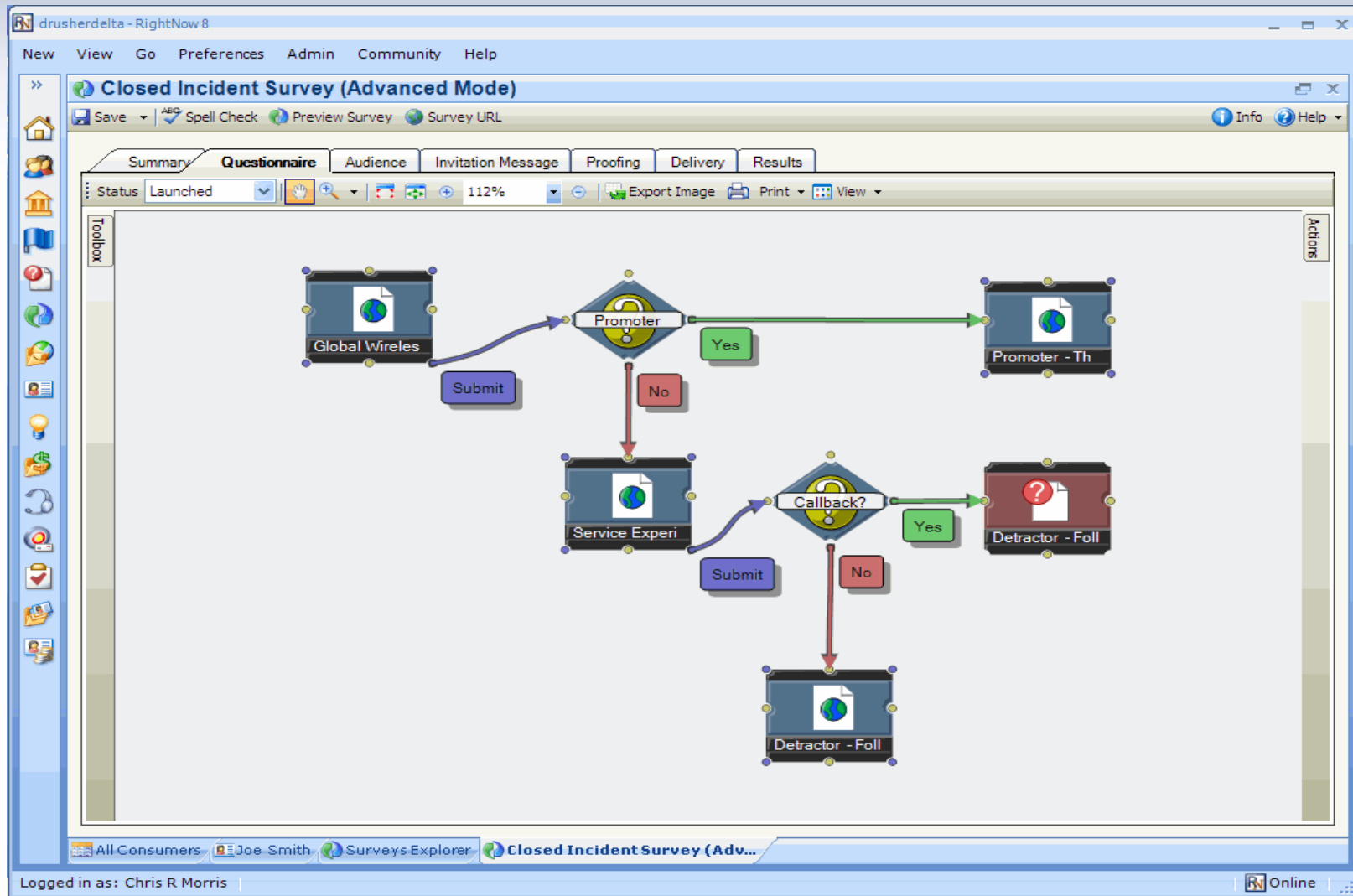
Internet 100%

## Listen to Your Customer

- Conduct automated surveys over the telephone using speech recognition
  - Ask survey questions audibly in customer's natural language
  - Capture feedback literally from the customer's own voice
  - Support for several question types, including "open-ended" questions that ask for recorded comments
- Route customer to voice survey after caller accesses a service (e.g. after calling for an incident update)
- Invite customers to provide feedback with inbound voice surveys (e.g. "800" number)
- Proactively solicit feedback with outbound voice surveys and automated dialing



# Simple to Set Up, Business Rules Routing



## Audience Question

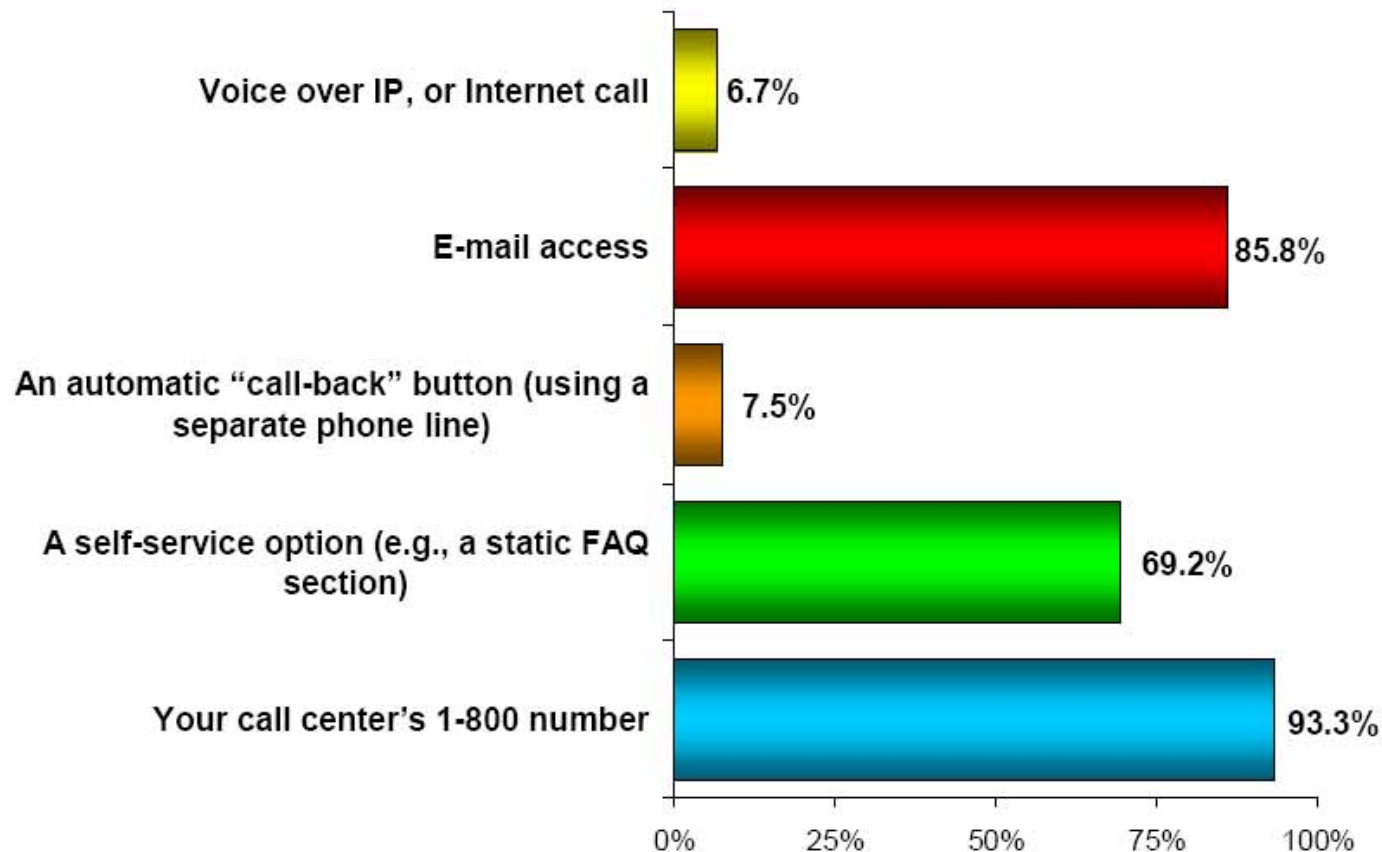
Who uses multiple communications channels

- Web Self-Service
  - Chat
- Outbound Emails
  - Call Center



# Industry Average Benchmarks

## Features Offered on the Company's Web Site



Telecommunications Industry Benchmark Report 2007

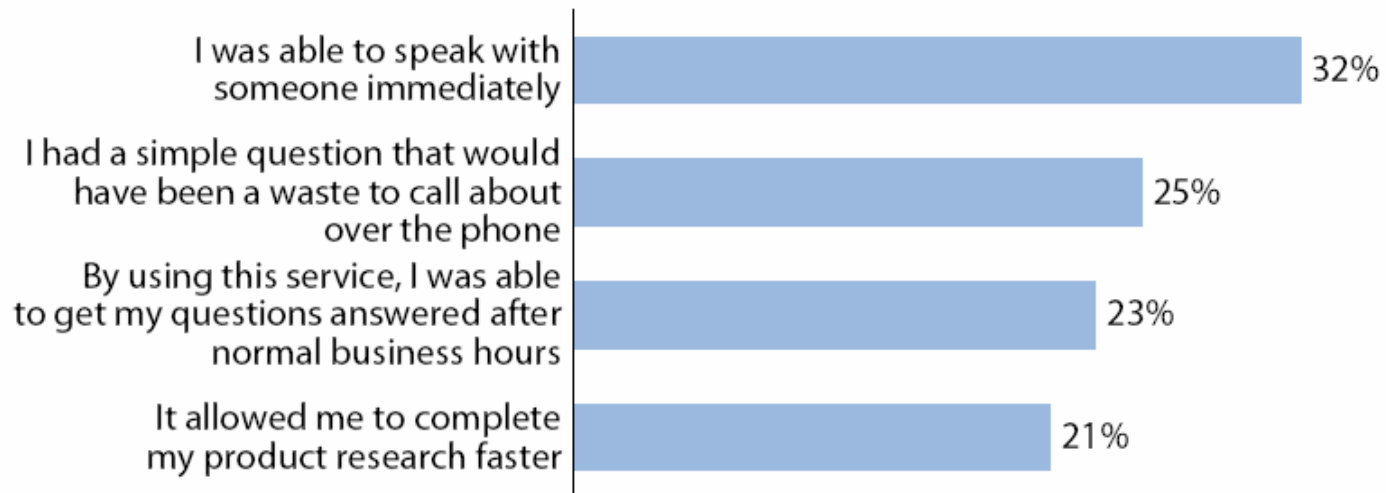
## Adding Communications Channels : Online Chat

- Online Chat and Click-To-Call (Forrester Research July 17, 2007)
  - Enhances the customer experience
    - *Only* if you already provide a usable and useful website
  - Provides high customer satisfaction rates
    - Chat is more immediate than calling
    - The majority find it more helpful than calling or visiting
      - 85% of researchers used the phone, only 43% found it helpful
      - 47% of researchers used click-to-call, and 61% were satisfied
  - Once Chat is tried, customers will use it again
  - Delivers incremental results

## Adding Communications Channels : Online Chat

**Figure 6** Interactive Help Is All About Convenience

**“What did you like about using online chat?”**



Base: US online consumers who used online chat and conducted research online during the past 12 months

Source: Forrester's NACTAS Q4 2006 Finance Online Survey

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Source: Forrester Research, Inc.

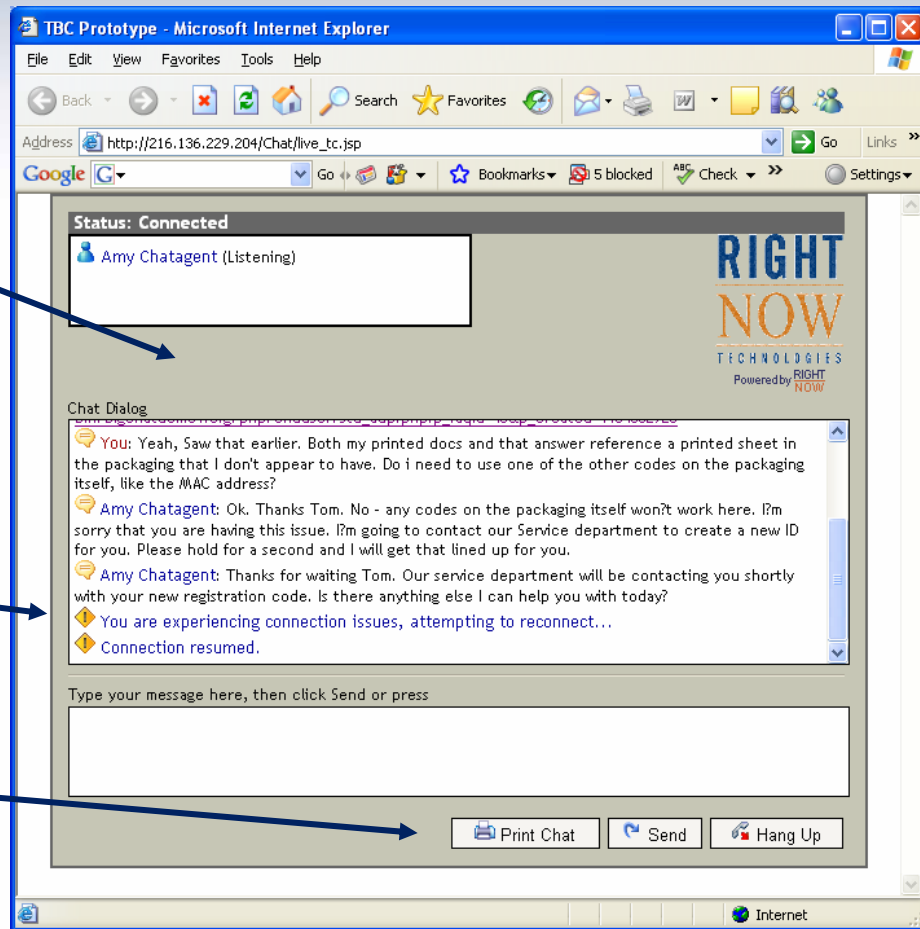
# Adding Communications Channels : Online Chat

Client is now HTML – no Java

Chat Client now able to recover from disconnects (internet service issues, dialup, etc.)

Ability to print the chat dialog

Consumers see approximate wait time information when in queue



## Adding Communications Channels : Online Chat

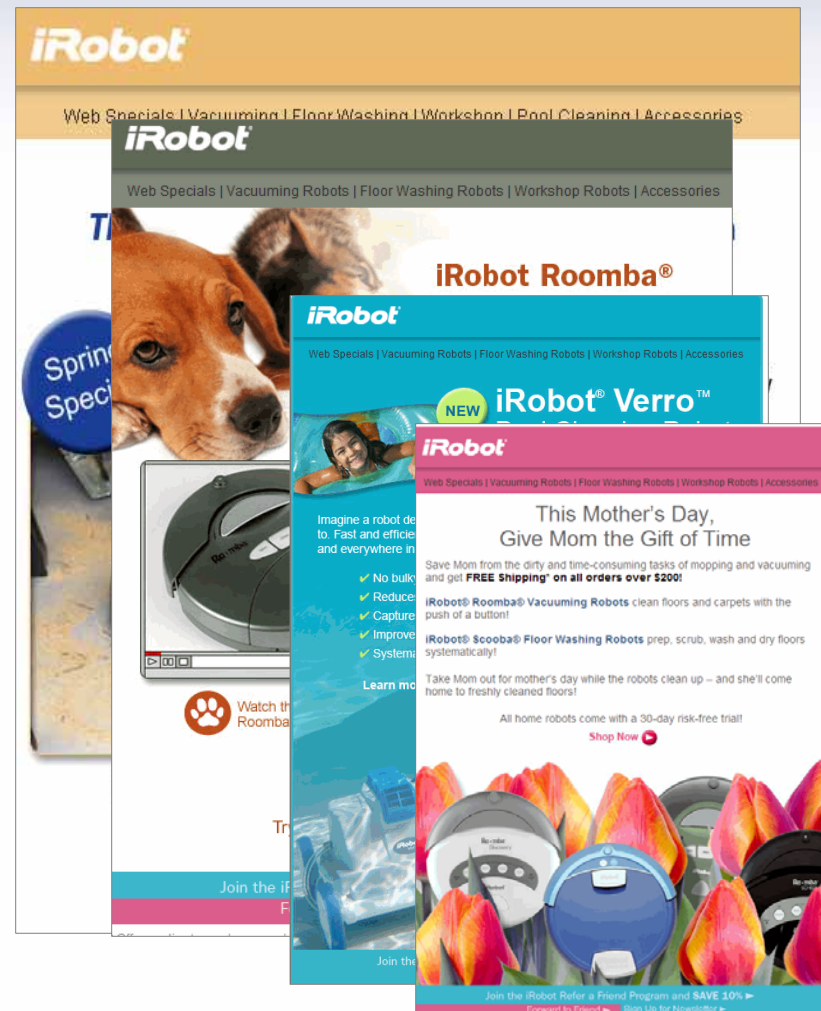
- **Scalability and customer experience**
  - Supports multiple simultaneous chat sessions
  - Callers are automatically reconnected with agent if chat session is dropped
- **Full integration into the RightNow OnDemand Desktop**
  - With Smart Assistant<sup>®</sup>, agents see suggested answers based upon chat content with a single keystroke
  - Agents can send a standard response with a single keystroke - for speed and consistency
  - Agents can create an opportunity within a chat session
  - Agents can use Offer advisor to view potential up-sell/cross-sell opportunities
  - Agents can use one or more visual/audio aids to help manage multiple incidents
  - “Push” the session automatically to the agent or allow the agent to “pull” the next session
  - All chat sessions are recorded in the DB – regardless if an incident is created
- **Reports and trending analysis capabilities**
  - Business users can see trend analysis on key interaction metrics - # of chat sessions, avg. wait time, avg. duration by agent/group of agents

## Pre-Sales Customer Experience: Online Chat

- Examples:
  - Plantronics
  - Hargray Communications
  - Cabela's

# Proactive Customer Communications

- Deliver targeted promotions to new consumer list to influence acquisition rates
  - New product/service offerings, regional store opening, trial offers
- Leverage knowledge of each customer to send highly personalized offers to drive loyalty and revenue
  - Coupons, warranty up-sells, complimentary product offers
- Proactively provide newsletters based on demographics, purchased products, preferences, or other criteria
  - 'How-to', tips and tricks, related product announcements



## Proactive Customer Communications

- Fast and easy to use:
  - Empowers business users
  - No IT support needed
- Instantly track response and campaign effectiveness
- Easily manage the complete cycle
  - From planning and design through to execution and results
- Flexibility and power in the hands of your frontline staff

Campaign Designer  
Email Communications  
Lead Management  
Message Optimization  
Event-Triggered Communications  
Segmentation & Personalization  
Response Routing & Tracking  
List Management/Deliverability  
Customer Feedback Management  
Analytics & Dashboards

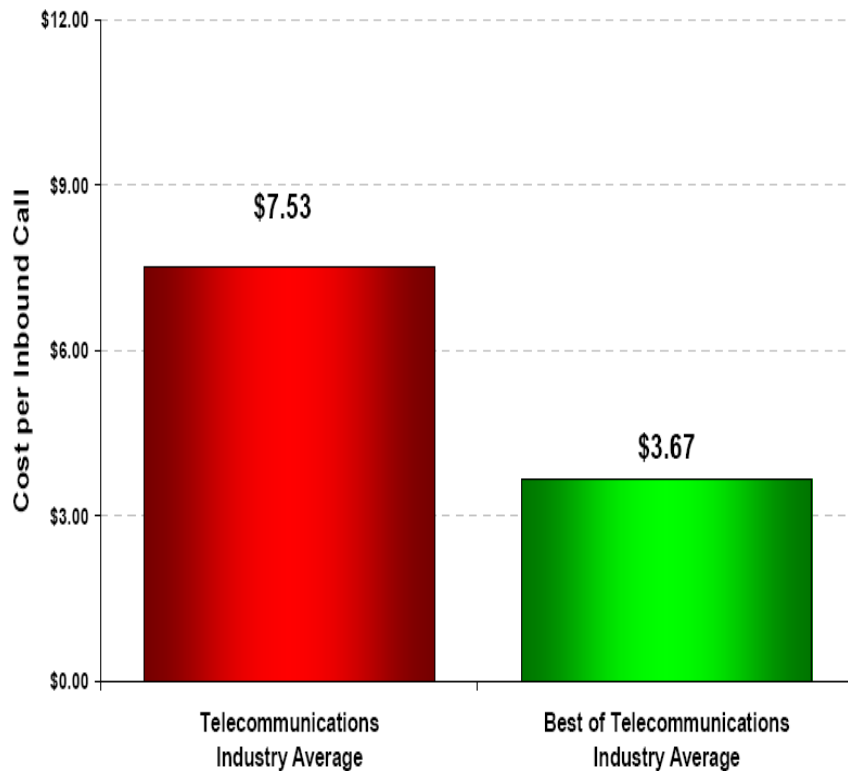
## Audience Question

Who uses RightNow for their call center

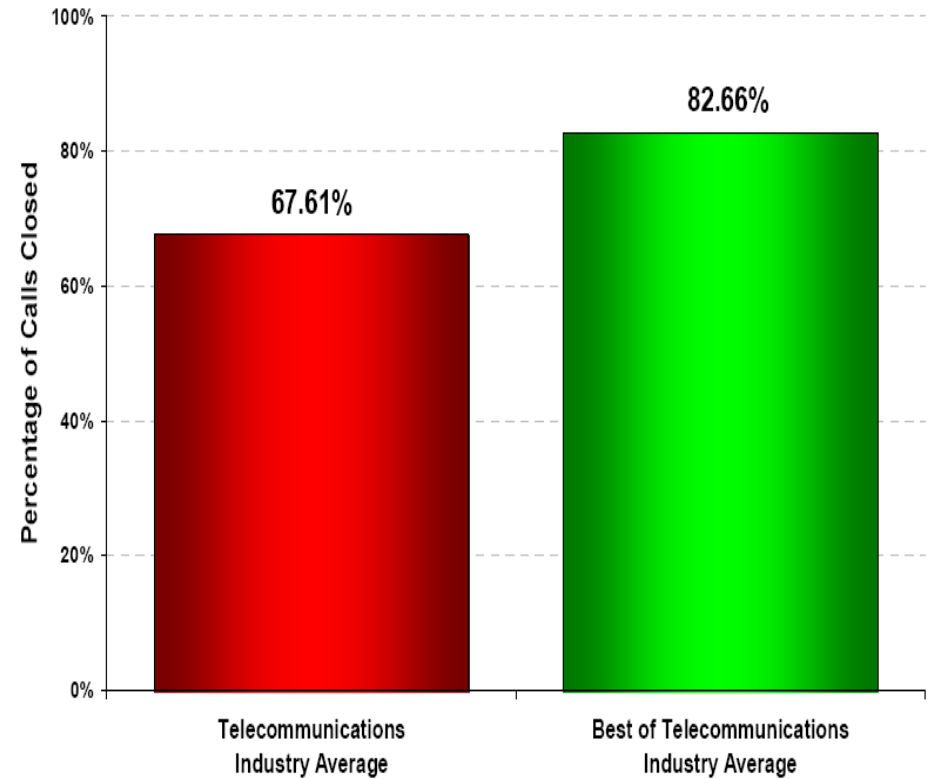


# Call Center Industry Averages

Average Cost per Inbound Call



Calls Closed on First Call



Telecommunications Industry Benchmark Report 2007

## Next Steps

- Take the simple steps:
  - Tune your web self-service experience
    - UI and search
    - Leverage FAQs
  - Streamline inbound emails
  - Listen to your customers
  - Add communication channels
    - Chat
    - Establish proactive communications

## Additional Resources

**RightNow Community:** <http://forum.rightnow.com/>

Product and Telecommunication forums

**RightNow Resource Page:** <http://www.rightnow.com/resource/>

White papers & product tours

### **Join us at these events:**

Telecoms Churn Management Oct 3-4, London

Teleco eCare Oct 25-26, Washington DC

Visit: [www.rightnow.com/events](http://www.rightnow.com/events) for details

### **At the Summit**

RightNow Feedback: Wed 3:15 – 4:30

Search Tuning: find Doug Warner

Chat: see Anna

**Contact me:** [Susan.Meriwether@rightnow.com](mailto:Susan.Meriwether@rightnow.com)



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Thank you for your time. Questions?