

Case Study



Voice Portal Personification save North American Telco about \$150 million

A North American telco personalized and expanded its voice portal for retail and small business segment to improve the quality of customer experience, reduce wait times and save about \$150 million annually

“I want to thank the Infosys team for their great partnership, flexibility and sense of commitment on this critical initiative for improving customer experience and reducing wait times.”

Director, Call Management

The Company

A North American telco provides local and long-distance telecom services for retail and small business segments.

The Challenge

The company wanted to improve customer service quality for its retail and small business segments. Customer queries and complaints were handled by a service center which received about 400,000 calls per day. Telco was interested in providing a personalized customer experience. However, waiting times were already stretched inordinately – customers were forced to wait over an hour to speak to a service agent.

Telco had previously implemented a customer self-service voice portal which had limited capabilities and capacity. Its user interface made it an unattractive alternate compared to service agents, from the customers' point of view. (A voice portal is a voice recognition system that allows customers to access their information and conduct transactions anytime and anywhere over the phone using voice commands, instead of a touch-tone keypad.)

Infosys Approach

Based on its experience in design and implementation of customer service programs, Infosys knew that the most critical element would be getting the design elements right.

Infosys worked with the client to identify the following objectives for the system:

1. Dramatically reduce call waiting times for all customers by making the voice portal an attractive alternate to waiting for service agent
2. Increase call completion through voice portal by better personalization and simpler navigation
3. Decrease average cost of call handling

Infosys recommended a two-phased approach: Expanding the footprint first, while initiating the personalization effort.

- **Phase 1 – Expanding Footprint**

This phase consisted of expanding the capacity of the voice portal to cover customers in the western states of the US.

- **Phase 2 – Personification and Enhancement**

This involved personalizing self-service based on the caller's previous transactions, outstanding transactions, and personal preferences/ profile, with a view to simplify navigation. The system was enhanced to cover data as well as voice products, to increase the portfolio of offerings covered by the voice-portal.

Realizing the Benefits

- **420,000 calls handled daily, with a recorded peak of 956,000**

While handling an average of 420,000 calls per day, the portal successfully handled a peak of 956,000 calls leveraging on its expanded capacity. The average wait time for answering a call is reduced from as much as sixty minutes to only five seconds.

- **23% of calls completely serviced by the personalized voice portal**

The personification, simplification and greater portfolio coverage have increased customer satisfaction (superior service without waiting for service agents) and reduced handling costs.

- **\$140-\$280M in annual savings in operations cost**

Each call completely resolved by the voice portal saves about \$4 to \$8. This corresponds to \$140-\$280M in savings for call center operations annually.

- **34% savings in portal development costs**

Telco saved about 34% in development costs by leveraging Infosys' Global Delivery Model. A major portion of the work was performed at Infosys development centers in India.

Infosys' Communication Service Providers (CSP) Practice

The Infosys CSP Practice delivers business solutions to the global telecommunications players offering their services in Wireline, Wireless and Cable & Broadband segments. Infosys provides services that cover business process conceptualization, process engineering, package selection and implementation, application development, maintenance and support, infrastructure management, product engineering and business process outsourcing. Infosys is developing an innovative set of solutions to help service providers effectively launch and manage new services based on new and emerging technologies such as VoIP, Mobile workforce/craft automation and among others.



For more information, contact askus@infosys.com

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