

## Mobile Self-Care Solution Empowers Subscribers & Generates 25Million+ Revenue for a Leading3G Operator

### The Objective

A leading 3G telecommunication provider with over 75m subscriber base was after a self-service/care solution which could reduce the customer care cost and the average wait time on the IVR. The solution envisaged countering informational queries which accounted for 70% of the total customer care calls. The goal was to reduce call traffic and provide an intuitive customer self-service interface which could collate the desired information on one screen.

### The Challenge

The challenge was to reduce the escalating customer care cost, notwithstanding the customer complaints as a result of an increased wait time for a subscriber on the IVR. To put things in perspective around 45 million calls per day were being handled by agents, which led to mounting overhead and operational cost as more agents were hired to share the workload.



## The Solution

The Self-Care feature/application was designed for both the on- premise and mobile architecture. The following features were enabled to allow the subscriber to have their telecommunication data at the click of a button, either on-premise or on the go via mobile application of Self- Care solution.

- **Auto User Identification & Validation**

The integration of self-care app with Business Support Systems (BSS) and Operations Support Systems (OSS) allowed customers to validate their credentials and enable /disable services without resorting to calling customer care. The intuitive design, single-click download, low loading times and app personalization makes it very user-friendly. The self-care app allowed users to view balances and validity, bill details and due dates, service usage, current, and new tariff plans etc.

- **Proactive And Personalized Interaction With Users**

The integration of the application with API's and AI allows the users to post a query or chat with an agent without having to wait on the phone for long hours.

- **Call Deflection**

This feature allowed the system to deflect a call made by the subscriber to the IVR and while waiting for the call to be answered, the subscriber was given the option of using the self-care app by installing the app through app installation link sent to him/her.

- **Smart Pop Up**

The feature enabled the agent to send bills regarding call data via smart videos while being on the phone with the subscriber. This resulted in faster call resolution and great customer experience.

## The Benefit

iSON, by implementing this solution helped the operator to reduce customer calls by more than 30%. It also reduced cost by 30% by deflecting customer care calls and first call resolution at subscriber's end. The application allowed subscriber empowerment as they had access to all their plan information on one screen. The feedback form/chat feature on the application provided real-time subscriber insights.