



Prodapt powering
global telecom

Customer eXperience-centric Contact Centers: An Evolution in Digital Age

Leveraging digital-first model and Artificial Intelligence technology to deliver a superior customer experience

Credits

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Operational inefficiencies in contact center play a major role in the low Net Promoter Score (NPS) for Digital Service Providers (DSPs)

With a Net Promoter Score® average of 24, telecom holds the lowest industry average according to [the NPS® Benchmarks Report](#)



DSPs have been struggling with high call volumes and costs for a long time, and the pandemic has further caused an unprecedented spike in call volume.

Common Challenges in DSPs' Contact Center

Slow & complex digital initiatives

Slow adoption of digital strategies and channels

Reactive handling

Agents start troubleshooting only after the customer is already impacted and calls in

Unproductive monitoring mechanism for agents

Ineffective monitoring of agent's performance impacts efficiency

Multiple siloed systems

Agent navigates through multiple systems to gather information and identify solutions

No end-to-end dashboard

Lack of unified dashboard that gives an end-to-end view of the contact center

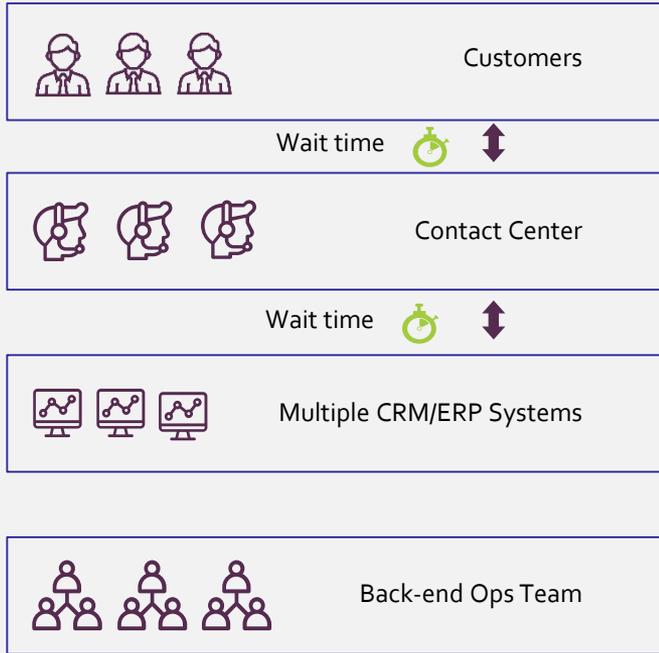
[Gartner](#) says only 9% of customers report solving their issues completely via self-service. More channels create complex customer resolution journeys, as customers switch channels frequently.

These challenges in DSPs' contact center leads to high call volume, which results in poor customer experience and high OpEx

Transforming contact center with digital technologies is essential for creating great customer experiences

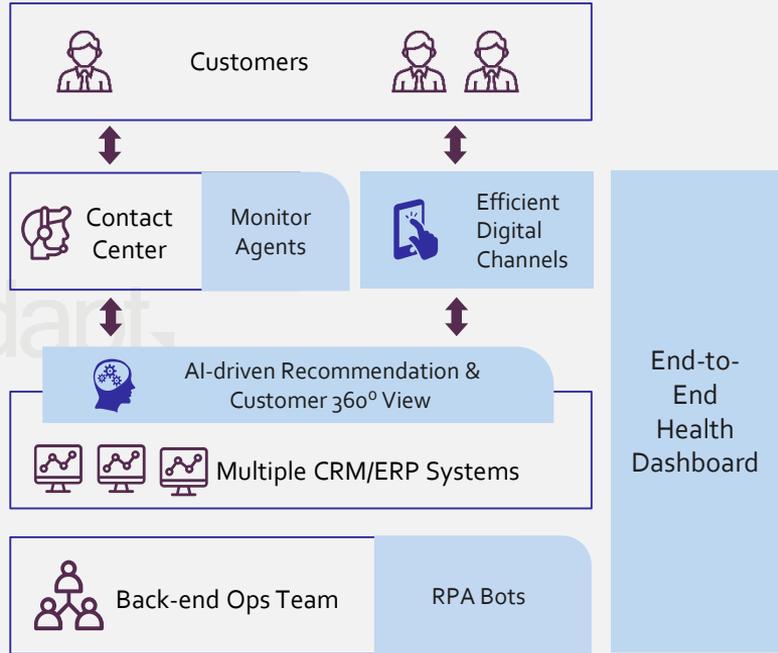


Traditional Contact Center



- Less/minimal adoption of digital channels leads to **high call volume** – 4 to 6 calls per customer annually
- Multiple siloed systems – **Increases average handle time (AHT)** and leads to **low first call resolution rate (< 50%)**

Transformed Digital Contact Center



- Increased digital channel adoption & proactive fault prediction – **Helps in call reduction**
- AI-driven smart tools help agents to get faster information & resolutions – **Reduces AHT significantly**
- Agent monitoring using bots – **Improves agent efficiency & productivity**
- Building unified dashboard – Gives **visibility on all the metrics** for the contact center to all stakeholders

Digitizing DSPs' contact center - improve NPS by 20-30%, reduce call volume by 30-40% and Op-Ex by 30%

Key Enablers to Digitize Contact Center



Digital-first Model

Increase the digital channel adoption leveraging self-service & call deflection

Helps deflect **20% - 25%** calls, reduce abandonment rate from **>20% to <5%** & improve chat containment rate by **50%**



Smart Agent Console

Customer 360° View – Connects to siloed systems & provides the required information to the agents

AI Engine – Performs diagnostics and provides recommendation for the next best action

Helps reduce the **AHT** by **40% - 60%**



Contact Center Transformation Dashboard

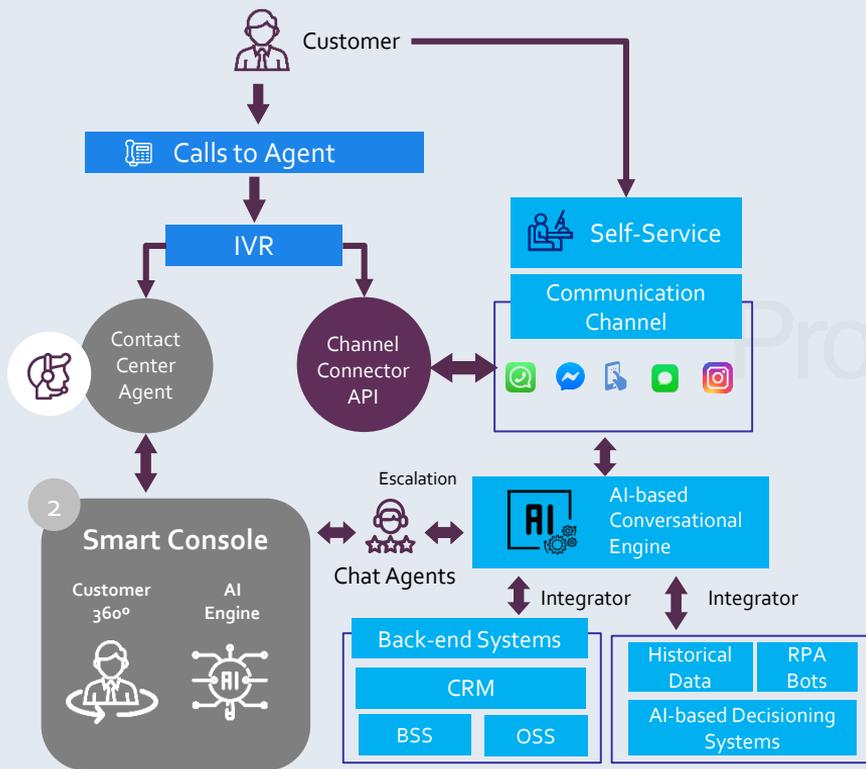
Unified view of the contact center – **Track KPIs** related to agents, digital agents, and bots

Agent Monitoring Bot – Trigger notification to supervisor in case an agent exceeds the threshold limits for **key tasks**

Digital first model

Leveraging self-service & call deflection helps DSPs improve the digital channel adoption

1 2 3 | A B



Recommendations

- Start with one communication channel based on the customer segment and focus on increasing adoption rate with enhanced customer experience
- Implement contextual communication - Using customer-specific information, perform pre-validation & smart diagnostics to resolve the customer request in a single conversation
- Intelligent conversational engine should enable carry over context - Continue the customer conversation from where they left last time in any of the digital channels
- Improve the chat containment rate by resolving queries with conversational engine, which integrates with backend systems, RPA bots and AI models

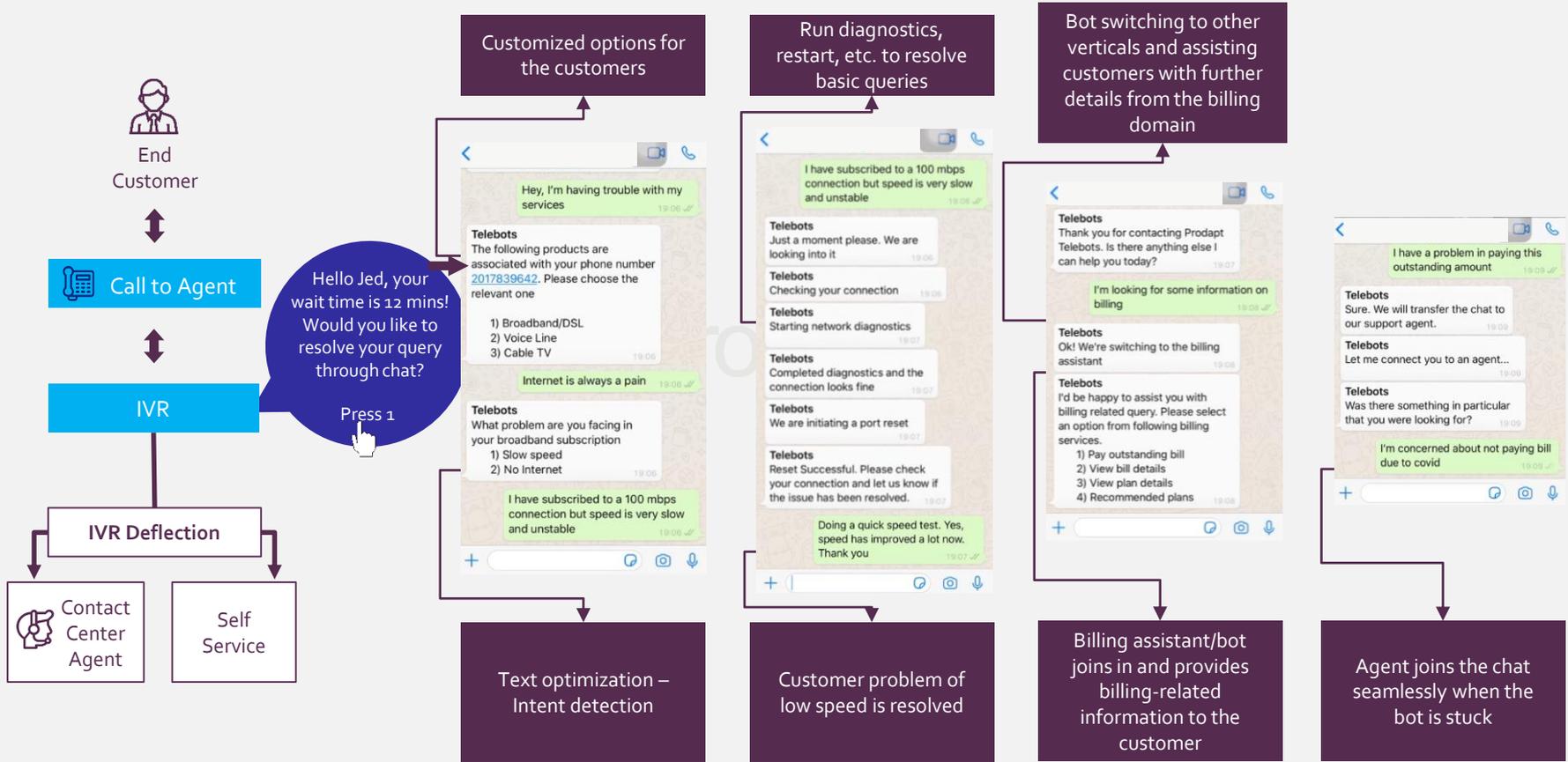
20%-25%
Calls deflected

Abandonment rate
reduced from
>20% to <5%

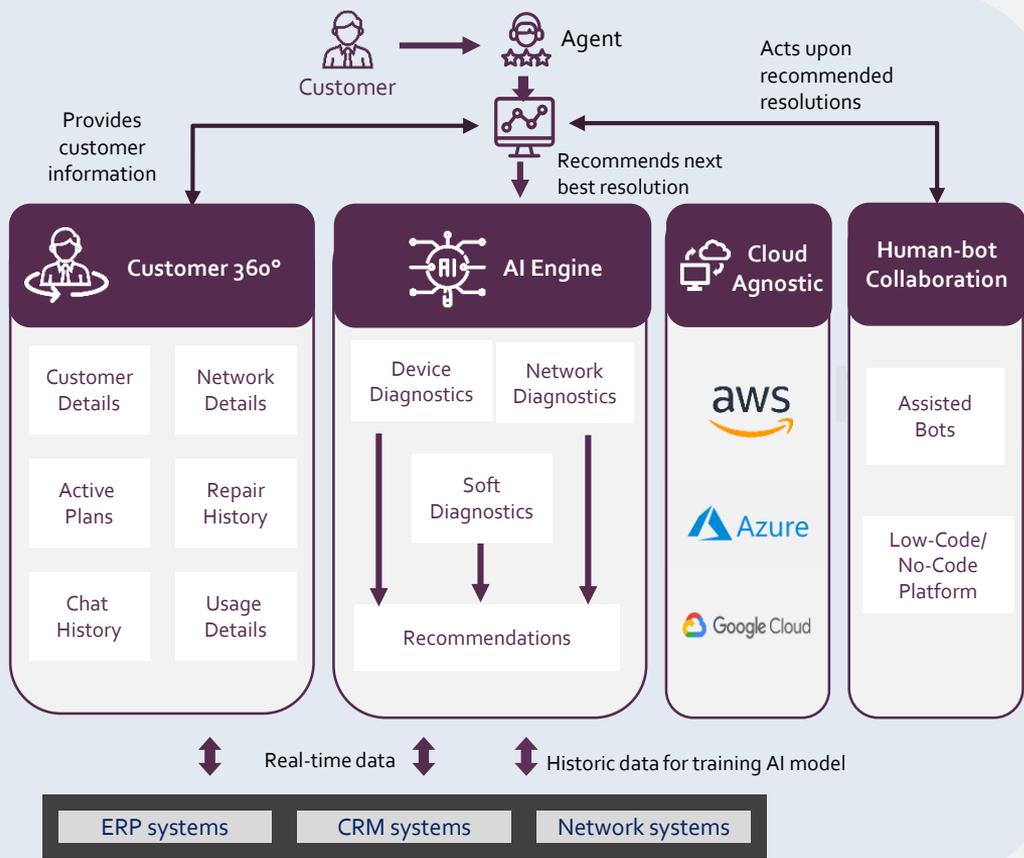
Chat containment
rate improved by
50%

Sample use case: A leading DSP in North America leveraged this model to deflect calls, increase the adoption of digital channels and enhance customer experience

1 2 3 | A B



Smart agent console acts as a one-stop window for agents to quickly access details and effectively resolve using the next best recommendations



- ### Recommendations
- a** Capture 360° view of a customer by building a tool that connects to multiple systems, pulls customer information, and rapidly provides insight to the agents
 - b** We recommend leveraging an AI-powered decision management engine to listen in on conversations and recommend the next best action to agents
 - c** Prevent system & customer biased recommendations, by implementing a system agnostic AI Engine that connects and pulls data from all the systems
 - d** Implement the recommended resolutions through assisted bots that are integrated with the agent console, helps in improving the productivity

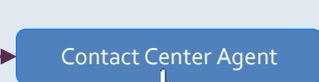
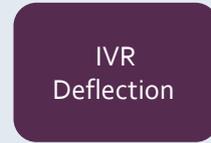
Building smart console helps to reduce the AHT by **40%-60%**

Sample use case: A leading DSP in Europe implemented the smart agent console to reduce the AHT by 40%-60%

1 2 3 | A B



Andrew has some problem with his modem, so he calls into the contact center



BEHIND THE SCREENS

DSLAM Result Channels Log VxT-48 xTalk Emulator Manual Setup

Validation

Telephone Number : 2017839642

Entity

Shelf Slot Port

Customer Information

Name: ANDREW PATRICK Telephone: 2017839642

Address: 2670 COUNTRY RD State: TX

City: SIMMS CBR-TN 360637293

Latency Mode: Automode DELT mode

Fast Interleaved

Apply values to All Channel Default values

Facility Information

CoE XCON RT TM FAC Retn DSLAM

Customer 360° and AI engine gets triggered when the customer is in IVR

BEHIND THE SCREENS

▲ ANDREW PATRICK-2017839642

\$183.75 Current Outstanding	Sep 20th Due Date	\$173.25 Last Bill Amount	Aug 27th Last Bill Paid
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AI Engine performs diagnostics in the backend and then assists the agent by recommending the next best actions & responses based on the results of the diagnostics

Customer Type : Business	Platform :	Class : 1B	Service Address : 2670 COUNTRY ROAD 4120, NY-13045
Customer : Andrew Patrick	Last Bill : \$50	Contact TN: 2017839642	
Advocate :	Revenue : \$150	Email Address : andrew@gmail.com	
Partner :	Tenure : 2 Yrs	Management Type :	

Account Details Billing Details Recommendation

Modem Issue - 1st Level

Modem Reset Steps:

- Press the RESET button in and hold it for 15 seconds. You should feel a slight click when you press it. When done correctly, the power light on the modem will start flickering orange/red.
- Wait 3 to 5 minutes. The power light will turn amber and you will need to run through the modem activation process as if setting it up for the first time. You may be asked for account login information to configure your modem.
- When the internet light turns green, you should be able to access the internet.
- Your previously connected devices may not be able to connect until you re-enter the network security key (WiFi password) in the wireless settings on each device.

Modem Issue - 2nd Level

Modem Issue - 3rd Level

Facility DSLAM Broadband

Facility Information

CoE	RT
CLAC	680
XCON	MDF
OCLT1, 009	OCLAC, 0292

FAC Remarks

AGN=092512/SWEAVER/SSIS=092812/LIF/PRO INSTALL/PN 342 BL 11/

Customer 360° connects to multiple systems to fetch the required customer information. Reduces swivel-chair efforts and call duration

Smart Console – A one-stop window for agents to access all required information and recommendations to quickly resolve the customer issues

Contact center transformation dashboard

Leads to increased utilization & productivity, saving recurring annualized cost for DSPs

1 2 3

Apart from the standard metrics that are inbuilt in any contact center tool, we recommend DSPs to track the below key metrics

Single dashboard to track metrics from calls, self-service, all the other such channels across contact center

Compare the metrics to evaluate the performance & identify improvement areas (e.g., Compare call deflection metrics to identify top call drivers)



Track average call time for various categories to identify target areas for improvement

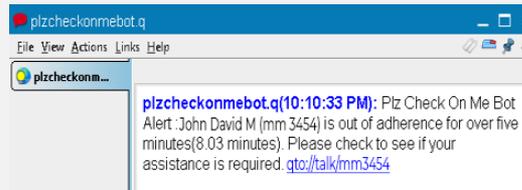
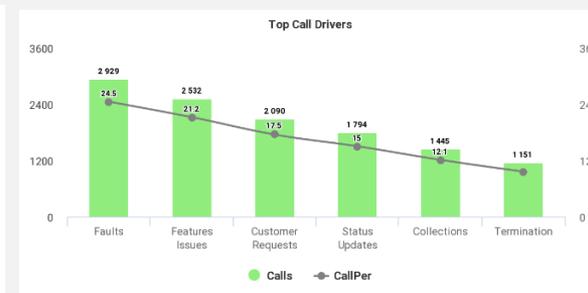
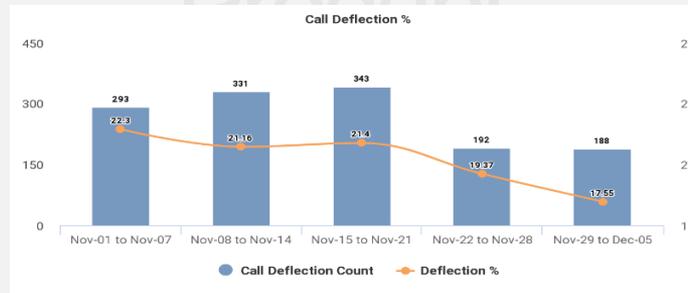
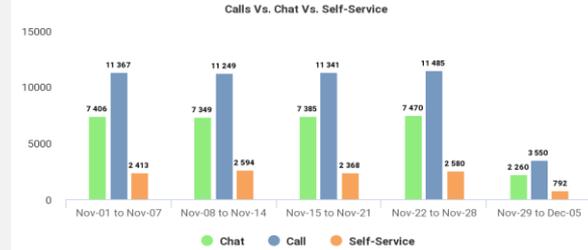


Real-time agent monitoring and notifying supervisor when they surpass pre-set threshold limit - Improves productivity

Contact Center Dashboard

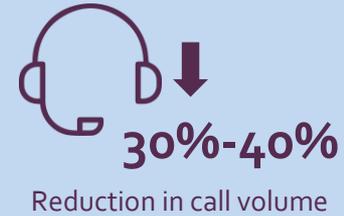
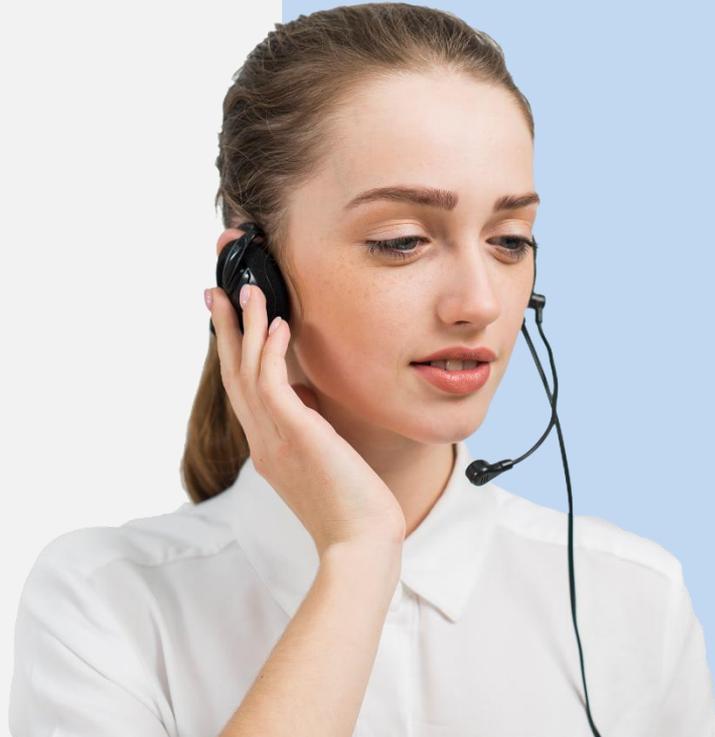


Reports: Daily Weekly Monthly Quarterly Yearly

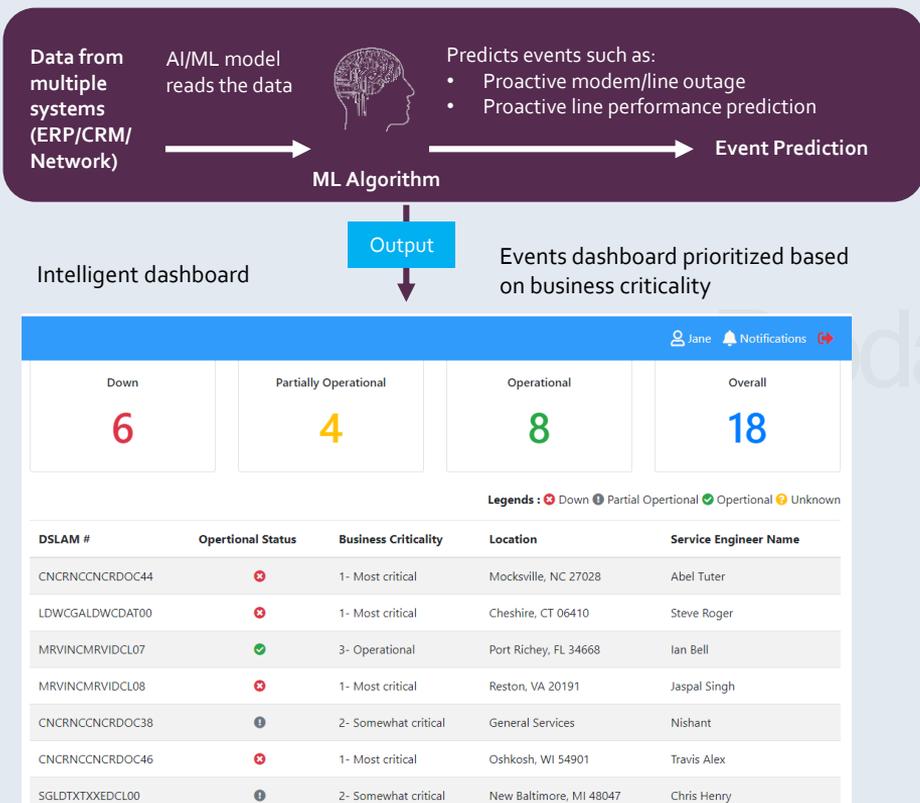


Bots notifying supervisor - Alerts are sent by the bots to the supervisors, helping the business unit with 12%-14% of effort savings & improving audits

Business benefits achieved by a leading Digital Service Provider (DSP) in North America implementing these enablers to digitize contact center



Road Ahead – DSPs should look towards building ML models that help in avoiding calls to their contact center as they evolve in the maturity cycle



Recommendations

- Customize the intelligent dashboard to show the output from the ML-model with detailed information
- Classify the predicted issues into most critical, somewhat critical & operational, which helps in prioritizing and acting upon the issues
- Implement the recommended resolution by human or digital agent based on the action required and the level of complexity
- With time, the resolution process can be automated to further reduce the dependency on the human agent

[Developing a network event prediction Model using AI-ML techniques](#)

Predictive service model can help DSPs to avoid **15%-30% calls**

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THANK YOU!