

Leveraging CX Intelligence

An NCS Case Study



A leading telecom company improves CSAT, reduces churn, and spurs add-on revenue. Here's how they did it.

“NCS helped us understand how our offline and online channels were impacting one another. As a result, we made targeted CX investments that solved the right problem.”

Telecommunications companies have a lot to contend with. They face intense competition, relentless margin pressure, and increasingly demanding customers.

Customer touchpoints have multiplied, channels have diversified, and providing a consistent experience across all of them is a huge challenge.

In this environment, customer experience (CX) is rapidly becoming the key differentiator. Forrester Research has estimated that telecommunications carriers with subpar CX lose \$1.6 billion per year as a result of customer churn and lower add-on sales revenue.

The Business Need

NCS Technologies was engaged by one of the United States' largest providers of telephony services to diagnose and solve a key CX problem.

The company's rating in the JD Power CSAT Report was the lowest in its peer group in terms of customer satisfaction. Customers would not use the Company's online tools and instead flooded call centers with servicing problems that, in theory, they could have resolved themselves through web-based self-help.

The company was forced to spend more in the call center, and even then customers were not happy – and too many of them cancelled their accounts.

Three business objectives were presented to NCS:

- Discover the reasons for underutilization of the online customer portal
- Devise a strategy for transitioning 80% of all sales activities to the online system
- Improve customer satisfaction with the online experience.

BUSINESS OBJECTIVES

- Transition sales activity to the online channel
- Identify root causes of customer churn
- Improve CSAT

SOLUTION

- NCS CX Discovery Service
- CX-IQ Foundation
- Predictive Analytics

RESULTS

- Hidden cross-channel impacts learned
- Behaviors leading to churn identified
- Targeted initiatives based on CX intelligence

**32 Million
customers**

**\$1.6 Billion revenue
opportunity**

**\$250k
CX investment**

Intelligence-Driven Approach

There was a wide diversity of opinions within the company as to underlying reasons for poor online adoption, low CSAT scores, and customer churn. Different departments were doing the best they could, but could only see part of the overall picture.

NCS has pioneered the concept of Intelligence-Driven CX. It based on the principle that fact-based decisions always lead to better results.

NCS implemented a CX Intelligence Nexus and integrated CX data from across multiple channels into it. NCS data analysts and CX experts then evaluated the data and found hidden factors that were influencing CX outcomes.

In particular, NCS discovered cross-channel impacts that were not being recognized in time to influence the CX outcome.

NCS helped the company to identify key areas – in front-end user experience, enabling technologies, and business architecture – where targeted improvements would move the needle.

NCS developed a comprehensive set of practical recommendations spanning nine high value projects that the company could implement. In addition, NCS developed KPIs that can be tracked in the CX-IQ Platform to measure the impact of each improvement project.

Results

With NCS, this large telecommunications company was able to:

- Understand the real drivers behind CX outcomes
- Confidently make targeted CX investments in high-value and high-impact areas
- Increase sales, average order value, and online self-help adoption
- Reduce customer support calls while improving average resolution time
- Acquire more new customers by reducing CX barriers for small and medium-sized businesses
- Improve CSAT, CES, and NPS scores

NCS helped this customer to get more payback on their CX investments, and realize strong increases in customer acquisition, retention, and lifetime value.

About NCS

NCS Technologies helps large companies maximize the business value they realize from customer interactions.

We optimize direct and indirect touch points across digital, human, and back office channels. We pioneered Intelligence-Driven Customer Experience, which delivers faster, better, and more long-lasting improvements that extend customer lifetime value