



# TELECOMS NEED CONVERSATIONAL AI FOR BETTER CUSTOMER EXPERIENCE MANAGEMENT

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## INTRODUCTION

Customers are the lifeblood of any business and telecommunications is no exception. This is why many organizations build customer experience teams to more effectively onboard accounts and nurture their existing base.

These [customer experience teams](#)—sometimes called customer success or account management teams—differ from customer support teams in that the latter is more focused on reacting to problems, while the former offers proactive suggestions for customers to get the most out of the company's offerings.

The goals of a customer experience team—including customer health, retention, and expansion—are ultimately tied to driving revenue. And considering that [it costs five times more money to acquire a new customer](#) than to keep an existing one, it's easy to see why customer experience teams are essential to running a successful telecom—especially [in this economy](#). The upside of this is that increasing customer retention rates by five percent increases profits by 25 percent to 95 percent, according to Frederick Reichheld of Bain & Company.

Then again, ensuring customer success isn't easy. High customer-to-account-manager ratios (sometimes as high as 50:1 or even 100:1 and managing \$2 million in ARR) make it impossible to provide a personalized and cohesive experience across accounts. Account managers are forced to prioritize some customers

(typically the most expensive accounts) over others, leading to inconsistent customer experiences for mid-tier and lower-tier accounts. As a result, telecoms see higher churn rates among these tiers which make up the majority of their accounts.

This lack of personalized attention isn't due to a lack of care but rather a lack of capacity. It's simply not possible for a midmarket or enterprise telecommunications company to deliver a personalized touch to each of their customers leveraging business professionals alone. There is, however, an opportunity to bring in technologies that augment human teams to accomplish more.

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# CONVERSATIONAL AI

Conversational AI is quickly being adopted by front-office teams including Sales, Marketing, Finance and Collections—and of course, Customer Experience teams. There are only so many hours in a day for business professionals to do their jobs. Because of this, employees are forced to make

choices about where to spend their time. For Customer Experience teams, this often means delivering less-than-perfect service to many of their customers.

Intelligent automation, as the name implies, automates many of the redundant and repetitive tasks that occupy an employee's time. But automation is only one part of the equation. To be truly effective at engaging customers, technologies adopted by front-office teams must be intelligently automated.

What makes automation intelligent? By leveraging deep learning and artificial intelligence (AI)—Natural Language Understanding (NLU) and Natural Language Generation (NLG)—intelligent automation technologies can produce human-like communications at scale and respond to real responses from customers without a human-in-the-loop. One such technology is an Intelligent Virtual Assistant, also known as AI Assistant.

In the case of a customer account manager, AI Assistants take on many of the repetitive tasks that take up people's time. These include scheduling (and rescheduling) customer meetings, simple onboarding tasks, requesting customer referrals, notifying accounts of updates to policies, alerting customers of new opportunities and services, or delivering education materials. By alleviating these tasks from your staff's workload, they have more time to proactively assist customers. This makes for happier customers, as well as happier employees since customer account managers actually want to help their customers.

In other words, AI Assistants can deliver personalized messages to your customer accounts, interpret intent (or multiple points of intent) in the replies, and autonomously perform the next best action (such as scheduling a quarterly business review meeting with a customer experience rep or alerting a salesperson that the customer is interested in growing their engagement with your company).





## CONVERSATIONAL AI (CONT'D)

This is what is known as an augmented workforce in which business professionals (in this case customer account managers) work together with Conversational AI technologies to extend their reach, accelerate opportunities and boost efficiency.

The aforementioned telecom company continues to use AI Assistants for its customer success needs including scheduling quarterly business reviews. While this seems fairly simple at first glance, when your organization has hundreds (or in this case thousands) of customers to reach out to, it's just too much to ask of any team. By automating this fairly common practice, the organization completes 10 months' worth of human hours into just two weeks of work for the Conversational AI solution. Not to mention, higher engagement rates from messages delivered by the automated solution than mass blast emails.

### Here's a real-world example:

A leading telecommunications company had roughly 12,000 customers who still used old phones who they wanted to motivate to get new phones. Despite the company's size, there was no way for the customer experience team to personally engage each and every customer to motivate this transition. Even when the telecom used mass email blasts and the like, they couldn't motivate these customers to transition to newer phones.

Fortunately, the team decided to adopt a more innovative solution to their problems. By adopting an AI Assistant powered by Conversational AI, the telecom contacted 4,000 customers still using old devices and actively engaged a shocking 60 percent of accounts. Handraisers motivated to learn more were passed along to a Customer Account Representative who helped set these customers up with a new phone and a new plan.



# MOTIVATING CUSTOMER LOYALTY WITH CONVERSATIONAL AI



Customers aren't as loyal as telecoms might hope. In fact, only one in 26 customers complain about their experience to their customer account manager. If you aren't actively engaging your customers, there is a higher risk of churn. But by leveraging Conversational AI to continuously engage customers through personalized touches at scale, telecoms can do more to retain and grow their base.

**Only 1 in 26**  
customers complain about their experience  
with their account manager.

Conversational AI helps make the most of every customer relationship by proactively engaging your customers at scale and thus allowing your Customer Account Managers to do what they do best—actively helping customers get the most out of your offerings.

# Explore Conversica for Yourself



## About Conversica

Conversica is the leading provider of Conversational AI solutions that help enterprise marketing, sales, customer success, and finance teams attract, acquire and grow customers at scale across the customer revenue lifecycle. Conversica AI Assistants serve as digital team members and autonomously engage contacts, prospects, customers, or partners in human-like, two-way interactions at scale to drive towards the next best action, whether that's scheduling a sales meeting, gauging interest to buy additional products or services, or politely but persistently collecting overdue payments.

Processing over a billion interactions, the Conversica Conversational AI platform integrates natural language processing (NLU & NLG), decision &

policy management, business process automation and deep learning capabilities to drive customer engagement across multiple digital communication channels and languages.

The Conversica platform supports over 50 integrations into the most popular MAP and CRM platforms and offers an open API for custom integration.

To learn more, visit [www.conversica.com](http://www.conversica.com) and follow the company on [Twitter](#), [LinkedIn](#) and [Facebook](#).

