

How Leading Communications
Service Providers are Reducing
the Cost to Serve Customers with
Proactive Communications



Executive summary

ContactEngine's proactive communications reduce operating expenses by up to \$90 million while maintaining happy customers.

Managing field services is a complex feat, and often, leaders in this business need to reduce costs while positively impacting performance and customer experience. With several constantly moving parts – scheduling, confirming, updating, informing, rescheduling, cancellations, follow ups, check-ins, and more – the largest Communications Service Providers (CSPs) have turned to proactively automating customer journeys to meet their aggressive business goals.

The results? ¹

- Savings in operating expenses from \$10 million to \$90 million a year
- New revenue benefits upwards of \$30 million to \$300 million per year
- 60% reduction in inbound field operations-related calls
- A one-year reduction of 26 million metric tons of carbon emissions
- Improved productivity for field operations teams
- Enhanced employee experience for those in field operations as well as call center staff



What You'll Learn

The following report outlines the top three challenges facing CSP field service leaders today:

- Cost Pressures
- Consumer Expectations
- Regulations

This report concludes with three applications of the solution leading CSPs are implementing to see dramatic impacts on their bottom lines.

1. Based on annual repair and installation volumes.

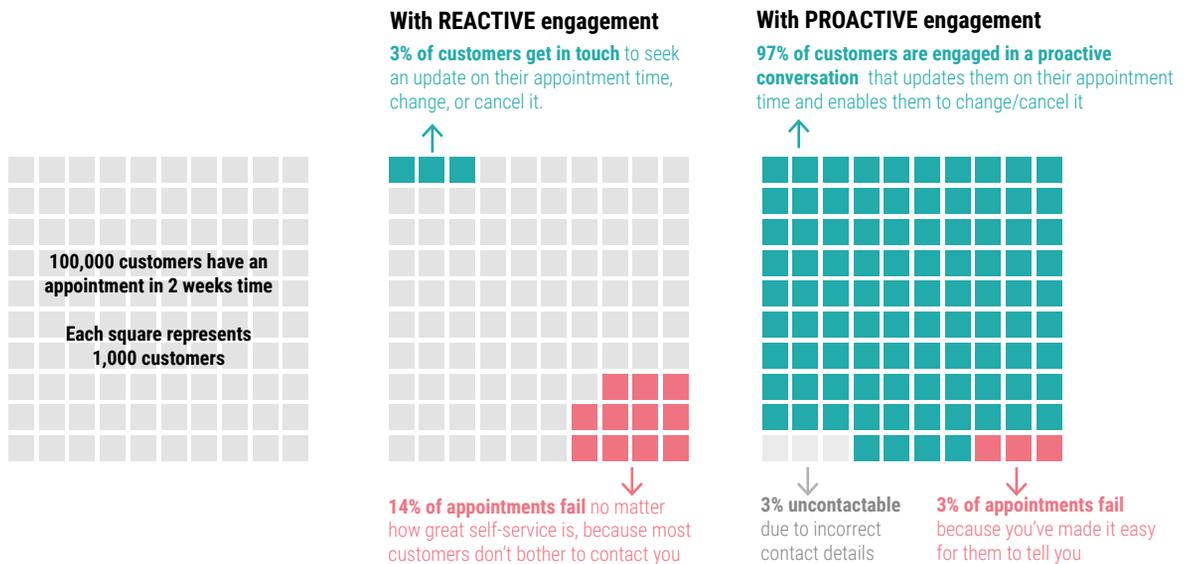
Top 3 CSP Challenges

Mounting Cost Pressures

COOs, VPs and Directors in field services are expected to continuously innovate to improve overall efficiency for a seamless, end-to-end journey with superior B2B and B2C communication throughout. Specifically, CSP leaders must deliver quality service to customers at what they perceive to be the best value and at an internal cost structure that also supports the business’s ongoing profitability.

Meeting Customer Expectations

Take customer appointments as an example. Even though pressures continue to mount with demands to cut operating costs, customer satisfaction is still a top priority. The following figure represents results from field trials conducted by ContactEngine. By proactively contacting the customer ahead of their appointment, CSP’s can markedly increase engagement saving time, money, building trust and loyalty, and keeping the customer happy.



Before implementing proactive customer journeys, in some business lines, BT, the network infrastructure provider for most of Great Britain, successfully contacted only 12% of customers ahead of a repair or installation appointment with a highly skilled technician. When you factor in the cost of installations and repairs at \$160 per truck roll, an unprepared or unavailable customer can become a significant cost to the company. Not only is this a financial burden on the CSP, but the risk of a poor customer experience exponentially increases as the repair is left unresolved with service needing to be rescheduled.

Rising Regulations

“From Amsterdam to Jakarta, cities around the world have established low emission zones – areas that restrict polluting vehicles like certain diesel cars or cars with specific emissions stickers – to help keep the air clean.”²

Though such restrictions have not become commonplace in the United States yet, with the US re-entering the Paris Agreement and a new administration in office, it is fair to expect climate change-related regulations to have a substantial impact on CSPs over the next four years considering “the overall telecommunications industry accounts for about 1.4% of emissions worldwide.”³

In anticipation of corporate giants being required to make an effort to reduce emissions, many companies are making proactive commitments ahead of the curve. Google, for example, has recently announced their plans to default Google Maps to the “route with the lowest carbon footprint when it has approximately the same ETA as the fastest route.”⁴



2. <https://blog.google/products/maps/redefining-what-map-can-be-new-information-and-ai/>

3. <https://www.ericsson.com/en/reports-and-papers/research-papers/the-future-carbon-footprint-of-the-ict-and-em-sectors>

4. <https://blog.google/products/maps/redefining-what-map-can-be-new-information-and-ai/>

The Solution

Innovations in Customer Conversations

A shift to proactive customer communications is the key to solving CSPs' biggest pain points and understanding these pain points has allowed ContactEngine to perfect its technology for the intents and utterances most likely to occur in a conversation.

AI for PROACTIVE conversation

Increase the efficiency of customer-facing business processes

I know exactly what I am about to talk to the customer about

I can optimize AI for the intents and transactions most likely to occur in the conversation

>90% of customer journeys fully-automated; <10% of customer journeys require agent-assist



The purpose

The starting point

The approach

The result

Who is doing it

AI for REACTIVE conversation

Increase self-service / Reduce inbound calls

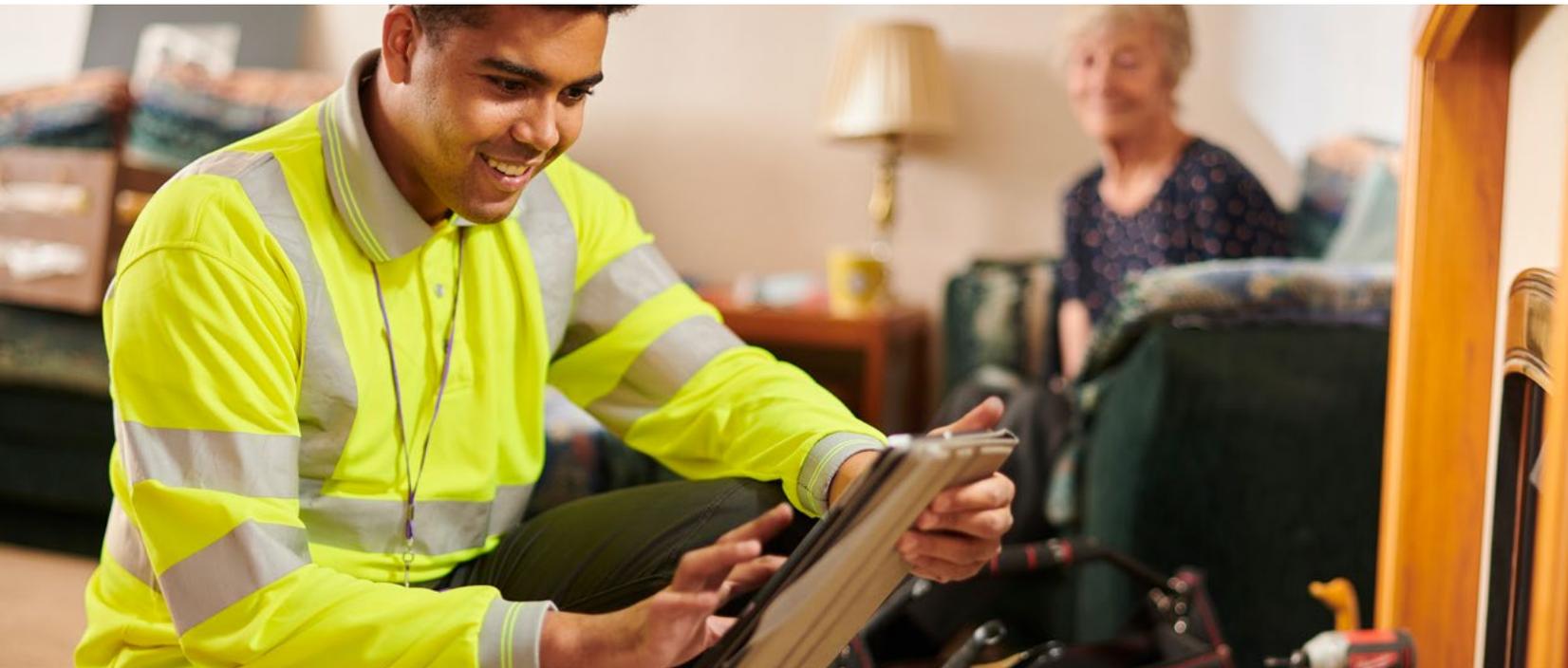
I have no idea what the customer is going to talk to me about

I must ensure that AI is a generalist across as many intents and transactions as possible

9% of customers resolve their need fully using only self-service; 61% start in self-service but switch to agent-assist⁵



Here's how: By using ContactEngine's proactive conversational AI technology, CSPs can actively reach out and interact via the customer's channel of choice (private app, SMS, email, public app, etc.) to engage in and maintain natural language and contextual discussions until the issue is solved, or (in the rare <10% of cases) it is passed on to the call center when human intervention is requested or required.



For example, in the context of a repair journey, once an issue is identified, ContactEngine automates a proactive outreach to the customer via mobile, landline, email or app.

1 Upon a successful interaction, ContactEngine can walk the customer through a troubleshooting process to solve the customer's issue immediately, with no expensive technician visit required.

Your CSP here. To troubleshoot the issue you've been experiencing with your internet, please switch the router off, unplug everything, wait 1 minute, re-connect and restart the router.

OK, just done that. Router is working but no internet

2 If the troubleshooting does not resolve the issue, ContactEngine engages the customer in a journey to confirm they will be present when a tech is scheduled to arrive.

We just tested your line and and would like to dispatch a technician. Are you free tomorrow at 10 a.m.?

Sure. Let's book that

Today 08:04

3 The customer is enabled to quickly reschedule (no phone calls and long wait times or scrambling to find a self-serve option), allowing only those who need on-site assistance to be serviced at a mutually agreed-upon time.

Sorry, can't do 10 a.m. now. Can you reschedule for 3 p.m. tomorrow?

No problem. We will see you at 3 p.m. tomorrow.

Perfect. Thanks

In the context of an install journey:

1 Once the ordering process for a new customer or a service upgrade for an existing customer has been completed, the operations team receives an installation request. ContactEngine automates a proactive outreach to the customer via mobile, landline, email or app to confirm if the customer prefers to self-install or a technician visit.

We see you ordered X, would you like to self install?

I'm not stupid yes

2 If the customer chooses self-install, ContactEngine communicates with the customer to confirm a successful installation.

Ok, got it! Here is a link to installation instructions if you need assistance. <http://www.csp.com/self-install/download>

Wait I tried and it isn't working

3 If additional on-site assistance is needed or the customer prefers a tech visit for installation, ContactEngine engages the customer in a journey to confirm they will be present when a tech is scheduled to arrive.

Ok, I can see the connection is unstable. We can send over a tech tomorrow at 10 a.m. if that works for you?

Urm... 3:30 p.m. would work better

4 The customer is enabled to quickly reschedule (no phone calls and long wait times or scrambling to find a self-serve option), allowing only those who need on-site assistance to be serviced at a mutually agreed-upon time.

Great. It's all booked for you now. Engineer Bobby will be with you at 3:30 p.m. tomorrow.

5 This proactive communication results in an easier process for many new installations – a revenue lifeline for the CSP.

Perfect. Thanks



[See the complete BT case study](#)

“As ContactEngine was rolled out, we saw an uplift to around about 85% of customers that were engaging,” said Clyne McCarthy, Technical Applications Manager, BT Enterprise, “Further, ContactEngine’s proactive communications reduced BT’s operating expenses by approximately 60% due to the decline in inbound customer contact.”⁵ Now, 13 staff handle about 3,500 orders on a weekly basis for BT thanks to ContactEngine’s proactive artificial intelligence.⁶

Through these customized proactive and contextual conversational journeys, unnecessary repairs were reduced, resulting in a savings of more than \$50 million in one year alone

Another industry-leading U.S.-based CSP has also seen remarkable results after implementing ContactEngine’s proactive conversational AI in both cost-savings and revenue generation. The impact to the bottom line has been staggering.

For this particular CSP the key to their success was in addressing the uniqueness of their business operations and their customer base, such as the varying lead times to the appointment dates offered, the engagement language, available and/or preferred communication channels, and a long list of trained customer intents for simple and automated transactions with the CSP. Through these customized proactive and contextual conversational journeys, unnecessary repairs were reduced, resulting in a savings of more than \$50 million in one year alone. In addition, customers received proactive, real-time updates on the whereabouts of their technician via ContactEngine. As a result, the CSP saw a 45% decrease in Where Is My Tech (WIMT) inbound calls.

5. <https://www.contactengine.com/solutions/case-studies-customer-engagement/bt/>

6. <https://www.telcotitans.com/btwatch/elsewhere-in-bt-enterprise-contactengine-partnership-gets-praise/1899.article>

Communication During Emergency Situations

When Covid-19 spread rapidly, CSPs using ContactEngine could continue to make house calls because ContactEngine quickly deployed conversations to ensure the health and safety of both the technician and the customer.

For example, before their appointments, customers were asked if anyone in the home was sick and if so, ContactEngine automatically cancelled the appointment, scheduled a new touch point in two weeks, and helped customers automatically reschedule. ContactEngine would also confirm the customer's comfort with following CDC-advised Covid-19 guidelines such as distancing and wearing a mask and would even connect customers with health-screening resources when appropriate.



This proactive approach to the automation of field operations during the Covid-19 pandemic was one of the solutions that helped Verizon win the prestigious CIO100 2021 Award for Keeping America Connected During a Pandemic, a recognition for their achievement in technology innovation.⁷

Reductions in Churn

Once a technician indicates that a visit is complete, ContactEngine initiates a post-appointment check-in journey to gather real-time insights on the customer's experience with the CSP and the technician, and more importantly, to make sure that all services are working as expected. ContactEngine takes this opportunity to listen to the customer and, when needed, act right away by intelligently handing the journey over to an agent or automatically rescheduling the next visit as high priority if anything was missed or not working as expected.

This response is much different than the standard survey commonly used in service industries, which is essentially a static data gathering exercise with no immediate action taken on the feedback. Instead, ContactEngine drives an experience where the customer can be heard and appropriately served by accurately interpreting and acting on the customer "ask" in real-time while also measuring and acting on the engagement sentiment.

7. <https://www.cio.com/article/3391918/2021-us-cio-100-winners-celebrating-it-innovation-and-leadership.html>

Further, and perhaps the key differentiator and reason NPS scores soar, ContactEngine acts on the customer feedback to drive the conversation toward a successful resolution while also using the appropriate conversational tone.

Data shows a 40% lift in customer engagement from ContactEngine post-appointment digital follow-up responses, with the net effect being a reduced propensity to churn as customers feel heard and valued.

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Looking Ahead

Rising Consumer Expectations

As leaders in digital services, CSPs today are expected to deliver fully digitized, automated experiences that support the business in driving down the cost to serve while also providing an improved customer experience. The expectation of the CSP is high, with Gartner predicting that “by 2025, proactive outbound interactions will overtake reactive inbound interactions.”⁸

ContactEngine is making it possible to stay on the cutting edge, with 7 of the top 10 CSPs as customers who are collectively saving billions of dollars in truck rolls, reducing inbound field operations calls by up to 60%, and reducing operating expenses by up to \$90 million per year.

ContactEngine lets you provide proactive customer service – interacting with your customers through the channels they’re most comfortable with – before they need to contact you. Let us show you how ContactEngine can help you transform the efficiency and cost of your operations, while revolutionizing your customer experience.



Join the leading CSPs who are collectively saving billions of dollars in truck rolls, reducing inbound field operations calls by up to 60%, and reducing operating expenses by up to \$90 million per year - **contact us for a demo today.**

8. <https://www.contactengine.com/insights/strategic-roadmap-customer-service-support-2021-gartner/>



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About

The report is published by ContactEngine Inc.

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ContactEngine is a Conversational AI technology that enables organizations to proactively engage customers/citizens in conversations that fulfill business objectives. ContactEngine automates outbound individual engagement across all channels and generates unique insights into the changing patterns of communication by applying demographic and intent analysis, linguistics and ground-breaking artificial intelligence principles to mass volumes of raw data. ContactEngine transforms the way organizations engage with their customers/citizens – saving organizations millions and making their constituents happier. For more information, visit contactengine.com

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