



# Reshaping Customer Support for a Telecom Giant with GenAI Solutions

## ABOUT CLIENT

- A renowned telecommunications company based in San Francisco, specialized in providing high-speed internet, mobile services, and digital television.
- With global offices in New York, London, and Singapore, the company serves over 4 million customers worldwide.
- The client is known for updated technology and exceptional customer service, aiming to maintain its position as a market leader in Telecom.

## PROBLEM STATEMENT

- Rather than facing a single, overwhelming problem, the company went through a series of interconnected challenges within its customer support operations. They needed a solution that could effectively manage and improve their overall support process.
- **High Call Volume:** Customer support centers were overwhelmed with calls, leading to long wait times and frustrated customers.
  - **Inconsistent Responses:** Different support agents provided varying solutions to the same issues, causing confusion and dissatisfaction.
  - **Limited Availability:** Customer support was only available during business hours, leaving customers unattended during nights and weekends.
  - **High Operational Costs:** Maintaining a large customer support staff (chat support, review team, social media team, etc) was expensive, impacting the company's annual budgeting.
  - **Difficulty in Handling Complex Queries:** Some customer issues were too complex for front-line agents, requiring escalation and further delays.

## SOLUTION

- When we talk about delays and multiple manual errors in a process, we go to one solution i.e. automation. In this case, our AI developers proposed leveraging Generative AI and large language models to address these challenges.
- **Automated Chatbot Integration:** We developed and integrated an AI chatbot capable of handling a wide range of customer queries 24/7, significantly reducing the call volume to human agents.
  - **24/7 Response Framework:** The AI system was trained on the company's knowledge base, ensuring consistent and accurate responses to customer inquiries at any time, any day.
  - **Collaboration and Communication:** Our staff augmentation team led a seamless collaboration between the client's in-house team and our augmented workforce through regular communication channels and project management tools.
  - **Escalation Management:** The chatbot was specifically programmed to recognize complex issues and seamlessly escalate them to human agents with detailed context, improving resolution times with customer queries.
  - **Operational Cost Reduction:** By automating routine queries, the company could reduce the size of its support staff, cutting operational costs while maintaining high service levels.
  - **Learning and Improvement:** The AI system was trained to learn from interactions, becoming more efficient and accurate over time, further enhancing customer satisfaction.

## BUSINESS IMPACT

- The implementation of Generative AI had a significant positive impact on the company's operations:
- The AI chatbot effectively handled a large portion of customer queries, decreasing the call volume to human agents from 70,000 calls per month to 20,000 calls per month.
  - With AI handling routine questions, the average response time for customer inquiries dropped from 10 minutes to 5 minutes, significantly improving the overall satisfaction rate.
  - The AI solution provided round-the-clock support, ensuring customers received assistance whenever needed, increasing service availability from only business hours to 24x7.
  - The reduction in the customer support workforce led to significant cost savings, with the company saving approximately \$1.1 million annually in operational costs.

Customer satisfaction scores improved, with the average satisfaction rating increasing from 3.8 to 4.3 out of 5, reflecting the efficiency and reliability of the AI chatbot system.

Telecommunications
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