

Customer Experience for Telecom

Enabling AI-powered customer experience journey

Quantiphi's CX for Telecom is a combination of analytics powered solutions which enable Telecoms & CSPs to transform customer journeys across their product, service and transactional experiences.

Today customer delight is the biggest competitive differentiator for the Telecom Industry. Our consumer experience solution suite enables CSPs with effective marketing campaigns, personalization of services & collective customer intelligence across multiple touchpoints.

Key Solution Features: Customer Experience for Telecom

Customer Onboarding

Market attribution model: to determine the effectiveness of each marketing channel in an omni channel sales process. The set of different models helps to identify the ROI on each channel and hence optimize spends.

Paperless onboarding: Seamless and realtime digitization of onboarding documents for quick and hasslefree onboarding experience.

Conversational AI: Creating the low cost rituals of welcome call, explaining the benefits and the customer specific CVS. Scalable, low cost, Hyper personalised onboarding experience for reducing post purchase dissonance

Customer Growth

Customer 360: Identify & Understand the customer by bringing together data across systems to create a single source of truth for operations, create and monitor behaviour of customer segments and device growth strategies

Recommendation Engine: Cross-sell & Upsell: Equip every touchpoint with the same intelligence of the "best suited" plan or product. Based on the business logic & learning from the customer behaviour, intelligent recommendations help make the most of any conversation

Dynamic pricing: Dynamic pricing to nudge the borderline customers to move to high value products

Customer Retention

Predictive Churn: Identify the customers who are likely to churn and because of what reasons, and take corrective action. Can rate every customer periodically or trigger an alert when a risky behaviour is observed

Retention tools: conversational nudges and recommendations for agents based on past successful retentions that can be immediately scalable for quick knowledge dissemination

Reactivation & Winback model: To identify who among the churned customer are likely to comeback and with what offer/product/plan, segment and prioritize to run more effective campaigns

Sales/Marketing

Lead scoring: Identifies best suited leads to follow up with for better conversion. The model prioritizes leads, typically in B2B leads, based on the attributes of the customer, the product and their engagement with the company.

Customer Lifetime Value: to assess the lifetime value based on segments, customer types, sales channels and products for creating better products, sales offers and revenue projections.

Quantiphi's capabilities/solution benefits:

Single source of truth | 360 customer view | Plug-n-play modules | Shorter time to market

