



Pilot Results

Dec 2022

Client Profile

Organization Overview:

The client required a scalable, low-code platform that allowed them to design and deliver high quality digital customer experiences that drives high containment and high customer satisfaction.

In order to meet customers' expectations, the platform needed to deliver context-led solutions to delight end users with both its immediacy and its efficacy.

The aim of the pilot was to deliver a market-leading digital care experience to customers where they could freely articulate their issue in their own words and then, following careful analysis, have a curated answer with the right type of help delivered to them in a highly personalized way.

Type of company:

Internet and telecom service provider

Length of pilot:

3 months

No. of Customers:

10 million

Context

Before the SweepR Pilot

SweepR's business user had launched a first generation digital experience with set fixed paths, wherein the customer had to choose specific intents rather than a broader description. The solution addressed a narrow band of network related problems, but did not support any solutions to do with OTT services, account issues or many other derivative problems within the WiFi spectrum.

The customer experience was simple and limited. It required customers to manually input diagnostic readings and it treated every customer the same irrespective of their aptitude or other relative context.

Most problematically, the operation of this solution required a lot of technical intervention to make changes to content or rules, which in turn dramatically slowed down the rate of change and improvement. Their existing solution lacked sophisticated diagnostics to guide the service provider as to where changes should be made.

Integration & Implementation

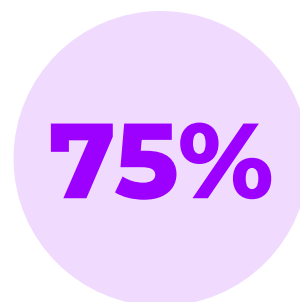
KPIs

Time to deploy



Sweepr was able to build and deploy a full customer pilot in just **3 months**.

Digital Containment



Sweepr achieved **75%** digital containment across multiple use cases. This figure is comprised of a **65%** Resolution Rate and a **72%** Completion Rate on journeys that were monitored from the beginning through to final feedback.

Platform & Feedback

In addition to the metrics showing how the platform performed, Sweepr also surveyed multiple stakeholders across the organization (including Ops, Call Center Operators and Customer Experience Managers) resulting in the following feedback.

Ease of Use



4.2/5

Updates with Analytics



4.5/5

Reporting



4/5

User Interface



4.2/5

CSR Enablement



4.7/5

Self-Service



4.2/5



<h3>Ease of Use</h3> <p>I found building new journeys simple. Easy to use platform.</p> <p>User friendly</p> <p>Changes can be made and go live in a matter of minutes</p>	<h3>Analytics informed update and measuring impact</h3> <p>It's easy to identify opportunities for improvement, easy and fast to create the updates and simple to measure the impact of the change</p>
<h3>CSR Enablement</h3> <p>I think it is a great platform and will have great success with implementation</p> <p>Very helpful</p>	<h3>Reporting</h3> <p>Clean & powerful reporting</p> <p>Easy to understand and simple out of the gate</p>



Sweepr received overwhelmingly positive feedback from all teams across the organization including Ops, Call Center and Customer Experience teams.

Outcomes

By delivering **75% digital containment** with a **resolution rate of 65%**, the Sweepr solution contributes greatly to **reducing Call Center Costs** for our customer.

Sweepr is **multichannel and multi-language**. It is a great advantage to our customers from an operational perspective as it gives them **one place, with one set of logic and content** to manage consistently all digital care interactions.

The Sweepr analytics suite gave our customer the full ability to **understand the way its subscribers were interacting** with digital care and led to changes that drove **improvements in metrics such as abandonment, engagement and resolution rates**.

Changes were made in a couple days when you account for internal processes (**minutes to hours on the Sweepr Platform itself**) when it would previously take 2 weeks on the current solution.

Conclusion

Pilot Findings

In 12 weeks, Sweepr was able to launch a far reaching customer-facing care experience that not only addresses networking issues, but also tackles the entire 'connected home' in a more holistic approach to troubleshooting.

The experience proposed to the subscribers is personalized by using data points such as technical aptitude and past interactions to find the right language and best resolution to a given issue. It also embeds diagnostic tools provided through integration directly in the flow of the troubleshooting interaction to provide the most seamless experience possible.

Through its low-code tooling, the Sweepr platform offers full control to the care team over the digital care workflows' design with a fast, intuitive and easy-to-use interface. Modifications to the user experience to introduce copy improvements or new logic are suddenly a breeze and a new era of fast evolving care interactions can now be reality.

When subscribers are passed from digital channels to the call center, the Sweepr platform is able to offer additional value by delivering efficient CSR Enablement functionality and data to promote a seamless transition from one channel to another. CSRs gain the knowledge of all the steps that were taken online to understand the context and avoid frustrating the subscribers. Learning about the context and all the resolutions steps that were already taken will allow them to shave some time off the call and be more efficient without need for repetition.

Finally, the platform offers flexible and powerful analytics on customer interactions. These reports give extremely valuable insights on what is working and what is not, where subscribers abandon and struggle with digital care and support informed decisions for future improvements or opportunities for expansion.

Next Steps

Full Steam Ahead

Pilot



This Internet and Telecom Service Provider saw the unmatched value Sweepr can offer their organization and are eager to integrate Sweepr across all their customer care operations.

Sweepr are delighted to partner with forward-thinking organizations who want to beat the market and utilize the next-generation of digital customer care technology.

Book a Tour

To find out more about how Sweepr can help your organization, send us an email at hello@sweepr.com or complete the form at sweepr.com/book-a-tour

