Transforming the way customers communicate with an award-winning telecom company using AI-powered tech

Providing an all-in-one solution to manage a growing number of digital customer service interactions and streamlining the service ticket routing system

A communications company operating in the Texas Hill Country and South-Central Texas regions providing fiber optics services, high-speed Internet, digital cable TV, phone, and interactive home security monitoring while offering a customer dividend program around 20 percent per month. As a wholesale carrier transport network, the company provides Ethernet data delivery between San Antonio, Austin, Dallas, and Houston, with additional access to remote Texas markets. In addition to providing communication services across the state of Texas, the organization provides more than $3.5 million in charitable contributions throughout its service area.

Chatbots handled 69% of chats from start to finish on average in 2019, an increase of 260% in end-to-end resolution compared to 2017 when only 20% of chats could be handled from start to finish without an agent's help.

"DGTLsuite brought in their technology solutions to centralize our social media operations, service ticket processes, and DXE. Suddenly we were able to work cross-functionally across departments and share information with ease while cutting down on time wasters"

- Social Media Engagement Specialist

CHALLENGES

- Having a limited team to manage multiple digital channels with 24-hour service resulted in an over-dependence on manual and native platform community management. This led to difficulty finding actionable customer inquiries and a lack of internal support for service resolutions.

- A record number of customer inquiries needed to be addressed and escalated to the appropriate internal departments quickly but there was no way to sync successful customer resolutions or organize data across an abundance of third-party tools.

OBJECTIVES

- Manage digital customer service, engagement, and social media marketing from a centralized platform in order to provide organization transparency and maintain cohesive brand messaging across all of the client's digital assets.

- Build and grow lasting relationships with potential and current customers by shifting the perception of the brand to be more positive and friendly with quick and consistent online responses across all locations.

PERCENTAGE OF OUTPROCESSED ITEMS CONTROLLED AUTONOMOUSLY BY BOT

91%

July 2021

58% WERE PRIMARILY BOT CONTROLED, REQUIRING MINIMAL IF ANY HUMAN INTERACTIO AT ALL

32% WERE HUMAN CONTROLLED MORE THAN **50%** OF THE INTERACTION

DGTLsuite

SOLUTION

DGTLsuite's proprietary SaaS solution is designed to provide a series of streamlined processes such as eliminating outdated and/or redundant operations, manual workarounds, lack of overarching data visibility, and increased customer service response rates. The data collected by the DGTLsuite yielded consistent details of which channels, content, and strategies best resonated with the client's customers online and improved overall brand sentiment.

DGTLSuite Tools

DGTL Automate

DGTL Automate + RPA: To make sure the right conversations were met with the right responses 24/7, Automate, uses a combination of natural language processing (NLP) and entity analysis to power a frictionless omnichannel chatbot integration. Using DGTLsuite's proprietary data collector, a unique ingestion engine capable of taking user interactions and delivering them directly to the most appropriate internal departments was developed for the client.

Developed Internal Routing System: Utilizing this ingestion engine, DGLTsuite configured an internal routing system that allows any engagement from the authorized client's digital channels to arrive at a pre-determined endpoint. The routing system checks off a series of prerequisites to determine which flow to use and which destination to deliver to. This is a notable example of engagements automatically being routed to a bot that has a multitude of client-generated flows leading to an automatic out-process event.

DGTL Engage

As one part of the DGTLsuite, the Engage tool allowed the client to manage all inbound and outbound digital engagements from a centralized hub and bridged the gap between the digital, marketing, and customer service teams. This empowered the client to work cross-functionally while integrating with CRM tools. In addition, the tool stores and collects customer data/ contact information from the conversation.

DGTL Analyze

With increased responses and human eyes on each digital engagement came increased visibility and insight to data. The Analyze tool allowed reporting to become simplified and consolidated all relevant information in one place. Analyze provided reporting on keyword volume, tags, progress toward KPIs, trend indications on both positive and negative topics, and a roadmap to digital success.

Digital Conversations
80%
Analog Conversations
20%

Channels

Service Automation
NLP   RPA
24x7 DGTLsuite BPO Service Triage

Ticket
CDP/CRM
ERP
Lake/DW

Your Customer Care Team