



# EUDATA SUCCESS USE CASE



# COMPANY NEEDS

## THE COMPANY

Eolo innovates in the Telco market proposing ultra broadband Wireless solutions, allowing residential customers and enterprises to exploit the internet networks full potential

Eolo is considered a benchmark in the Telco market thanks to:

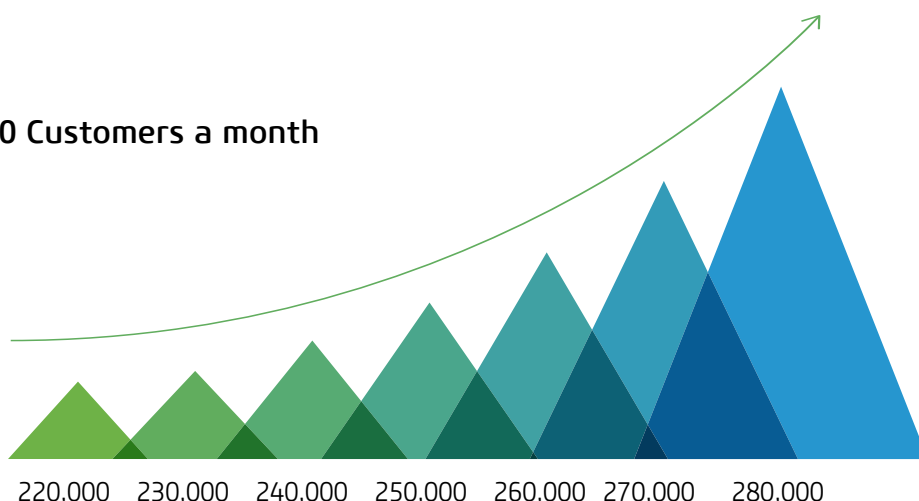
- High technological content
- High innovation rate
- Strong digital focus

## GROWTH TREND

With an exponential growth of its own customer base, Eolo is facing challenges concerning both technology and Customer Interaction quality.

- Customer Base of more than 220.000 active customers and a monthly growth of more than 10.000 new customers (+100.000 new customers in 2016)
- 57Mln revenues in fiscal year 2016, +30% more than previous year
- Company success is driven by 330 employees, with 72 new people hired only this year.

**+ 10.000 Customers a month**



# EUDATA VALUE FOR EOLO

## NEEDS

Growth in sales and customer base caused an increase of contacts landing on Customer Care services.

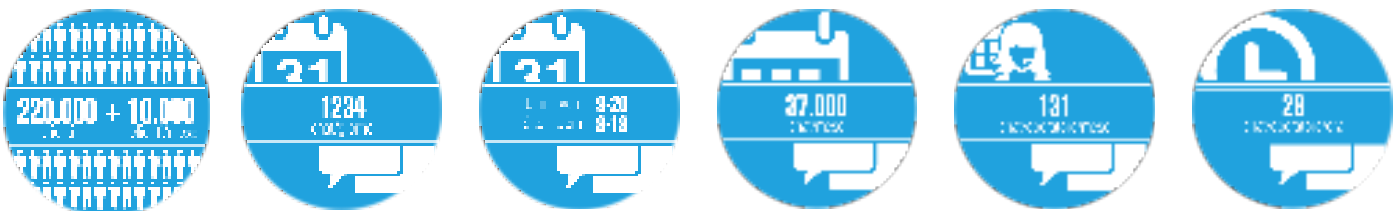
Since the target customer base is digital oriented, Eolo has focused on improving the effectiveness and experience of online contact points.

Eolo CC structure has unveiled some structural limits needing interventions aimed at supporting the growth of Customer Interactions.

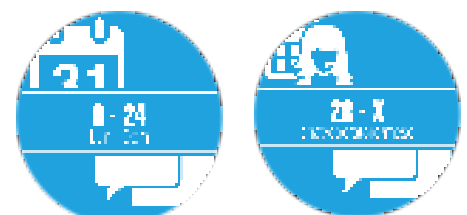
Eudata has identified the following macro-objectives:

- Increase of agents operating efficiency
- Customer Experience improvement, with main focus being on digital access

## CURRENT FIGURES IN EOLO

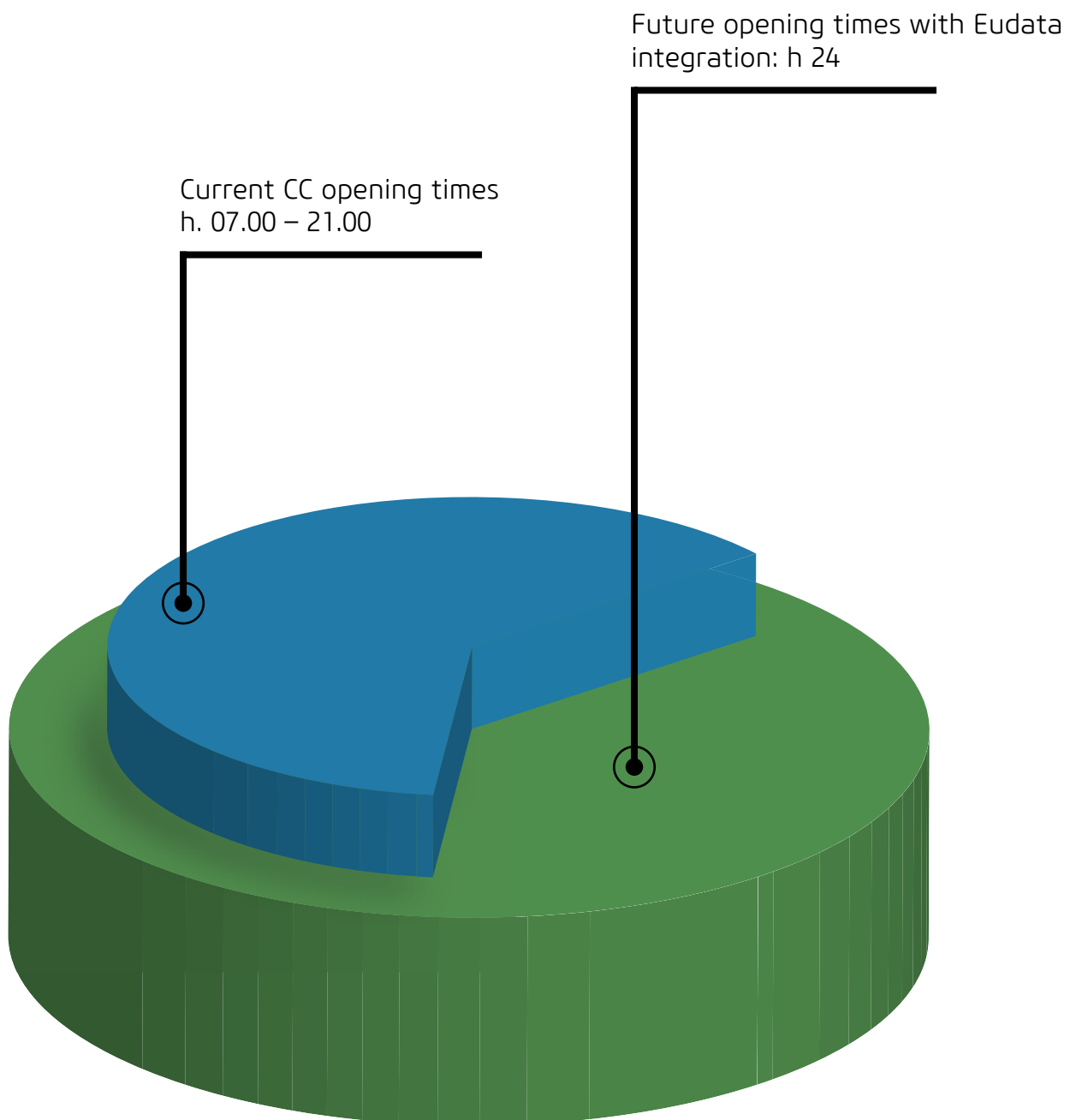


## NEXT STEPS



- Service available H24
- Reduction of Agent workload thanks to the creations of BOT flows based on Enterprise KB and on known cases.
- BOT Teleselling

# EUDATA VALUE FOR EOLO





# EUDATA SOLUTION

## *The need:*

*Improve Eolo Digital Customers support services*

## KEY FACTORS TO FULFIL THE NEED

- **Omnichannel approach:** innovation on existing digital channels and introduction of new ones Touch Points (Proactive engagement, social, Mobile APPs, Conversational engine)
- **Agents efficiency:** optimize Agents experience automating processes and simplifying the UX
- **Customer experience:** define a new channel standard, improving access tools and interaction models in order to simplify the use of services making them linear and more engaging

## WHERE DID WE START FROM?

- **Analysis of Agent's User Experience to highlight** UX and processes criticalities.
- **Customer Journey Design** identifying discontinuities and UX/Technological inefficiencies in the engagement flows

## THE SOLUTION

Eudata **has extended the existing Eolo Contact Center with its proprietary Omnichannel Platform**, replacing an international player and integrating all internal management tools in a single dashboard, following efficiency and simplicity criteria.

The enabled digital channels (to this day chat and social media) co-exist with all others and guarantee an optimum integration level.

# IL VALORE DI EUDATA PER L'AZIENDA

## AGENT EXPERIENCE



## AGENT INTERFACE

- Single Interface fully integrated with CRM and Ticketing systems
- Panel navigation
- Tab navigation through Applications (CRM, Ticketing)
- Tracking and displaying of IVR flow
- Automatic display of customer record with navigation on CRM
- Navigation through customer history
- Geolocalization
- Link and document sharing
- Device, operating system and customer technology identification
- Automatic Ticket creation following a conversation
- Ticket enrichment and modification
- Automatic support type classification based on Agent role and call type

# EUDATA VALUE FOR EOLO

## CUSTOMER EXPERIENCE

Customer interface layout and style have been designed following Brand directions, and the web portal standards ensure navigation continuity



Customer engagement can be from a static or proactive button, customized on the different pages of the portal and based on customer behavior.



The engagement occurs with automatic customer identification:

- Through email
- Through a token from a reserved area
- Thanks to short responses built on standard responses to common questions
- Possibility of content and link sharing



# EUDATA VALUE FOR EOLO

*The result:*

*A service which is responsive and simple for customers and efficient for agents and supervisors, thanks to new profiling and engagement logics.  
A captivating and modern customer interface.*

## ENHANCEMENT OF FUNCTIONALITIES

Besides Customer Care standard features, Chat functionality has been extended thanks to the integration with WCS, it now includes:

- **Technical Support** to customer
- **Teleselling**

## THE RESULT

- **Back End**

**Brand improvement and agent activity optimization:** the main result is the reduction of average contact time, which translates into agents average workload reduction and considerably improves the customer experience. Shortcut usage reduces the risk of errors and increases agents operational efficiency

- **Front End**

Proactive engagement improves new customers acquisition process  
The quick Customer profiling process simplifies conversation setup phase  
WCS acts as a customer engagement hub thanks to integrations with CRM and TTM systems, decoupling user experience from the different back office tools. Customer identification guarantees contacts uniqueness and tracking

- **A survey made on call center agents** shows that the efficiency in the system use has increased by 45%. The management time of each interaction reduced by 45"/1 minute, allowing support services to save 34 hours per day on a total of 2.700 average daily interactions.



# CEOs STATEMENT



*"Innovation has been forever in EOLO DNA, not only regarding connectivity services, but most of all the Care services that we offer to our customers."*

*Luca Spada - Eolo AD*



*"Our mission is to help Organizations innovate digital customer care processes making them more efficient, in order to improve customers experience while reducing operational costs. This is exactly what we did – with our passion and competence – also for Eolo, and the results demonstrate this"*

*Sandro Parisi - Eudata CEO*



eudata

©2017 Eudata  
Via M.Gioia 55/C - 20124 Milano  
TEL. +39 0245495098

