





Large Telecommunications Company leverages Interactions to drastically improve their customer experience and reduce operational costs by millions.

PROBLEM

One of the United States largest telecommunications companies, offering internet, cable, and phone subscriptions, was struggling after the acquisition of new markets, resulting in the inability to keep pace with customer demands. The intense pressure to reduce customer churn led them to Interactions with very ambitious goals: transform the customer service experience and cut annual operating costs by \$7 million or more. Interactions designed an Intelligent Virtual Assistant (IVA) that not only hit those goals, but exceeded them.

SOLUTION

Interactions improved the Fortune 500 company's communication strategy by replacing the legacy IVR with a customized natural language interface. The high-volume voice channel (21 million calls annually) has benefited most from the IVA by revamping these key components:

-  ID & Authentication
-  Account Balance Lookups
-  Payment Collection
-  FAQs

RESULTS

\$6

in savings for every
\$1 invested

\$10.8M

in net savings YTD

\$20M

in projected savings
(for calendar year 2023)

69%

of successful self-service
transactions result in a contained
call (user got the information they
needed and hung up the call)

39%

overall containment rate

29%

increase in ID rate YoY