

Best-in-Class Customer
Experience Management
Earns Fusion The

“Vendor of the Year” Award



The Challenge

The #1 telecom service provider in the United States needed to improve its Customer Experience deliveries while incorporating innovative tools such as Artificial Intelligence (AI) based technologies, data analytics, etc. With increasing consumer sophistication, it was absolutely necessary for the client to embrace digital transformation and systematically automate their operations to ensure premium Customer Experience Management (CXM).

According to a recent US Telecom Report, 82% of telecom consumers would consider alternatives if they experience a poor customer journey, while 27% of them would abandon the purchasing process entirely. **Hence, it has become quite challenging for telecom service providers to deliver intuitive customer-centric experiences and thrive in a competitive and rapidly-evolving business landscape.**

Being a Fortune 50 company, the client had two clear objectives.

1 Eliminate lengthy talent acquisition and training processes and hiring freezes to reduce extended staffing shortages. They needed to:

- Improve customer satisfaction by enhancing engagements
- Improve call handling efficiency while maintaining high quality
- Extend operating hours

2 Avoid losing customers to competitors in a highly competitive market. They needed efficiency in:

- Outbound customer contact strategy
- Order fulfillment



The Solution

Fusion reduced its 6-month employee training to 6 weeks, implementing individualized coaching plans to improve call handling efficiencies and improve the average response times by 10%. This also resulted in accelerated vacancy fulfillment and expanded operating hours, focused on solving customer pain points to offer consumers a frictionless buying and support experience. We also subtly modified customer support deliveries to proactively drive customers toward digital self-service channels.

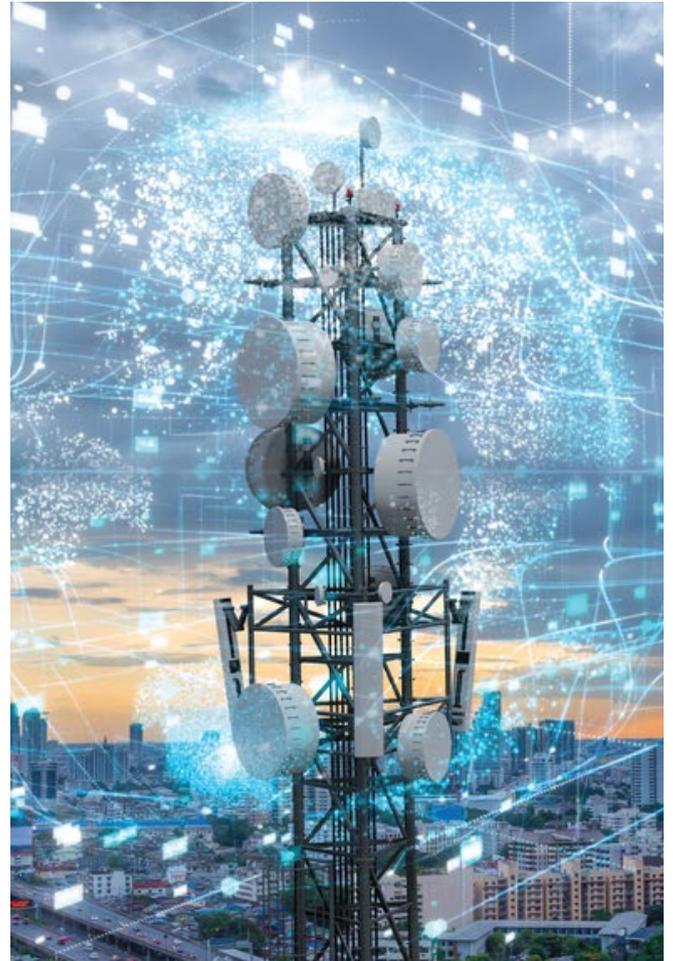
Simultaneously, we also created a CRM system to enable efficient hand-off of orders to the back-office for fulfillment.

Results

Fusion exceeded all clients' expectations and demonstrated our ability to mirror their corporate philosophy while becoming an extension of their existing team. We were also able to create a successful dialing strategy that resulted in over 30% market penetration within 12 months. **This helped to:**

- ❑ **Reduce Call Abandonment rate to below 3%**
- ❑ **Reduce Average Handling Time (AHT) by 20%**
- ❑ **Increase First-Contact-Resolution (FCR) to above 75%**
- ❑ **Reduce client operational expenses by 32%**

Telecom service providers implement customized solutions, emphasizing CXM based on customers' needs and creating experiences, products, and services to solve customer pain points.



The relationship between Fusion and the client is a relentless commitment to delivering personalized solutions according to customer expectations, and we have been massively successful in our endeavors.

This has resulted in the client being awarded the JD Powers and Associates Award that year, which they have been consistently receiving for the past decade. Simultaneously, this also earned us the distinction of being the **"Vendor of the Year"**.

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