

Transforming a traditional call centre interaction into a visual experience

■ O₂ CASE STUDY



About O₂



O₂ has over 25 million customers in the UK and is one part of the huge Telefónica global family. With a big presence in Spain and Latin America, Telefónica and its brands cover 25 countries in total. Other brands include Movistar, GiffGaff and Vivo (Brazil).

O₂ is a powerful UK brand now recognised for far more than just mobile phones. From Priority, a digital loyalty scheme exclusively for O₂'s customers, to O₂'s sponsorship of the world's most successful entertainment venue, The O₂, and even Think Big, O₂'s award winning sustainability programme, it's no longer just about phones.

The Challenge

O₂'s aim is to use technology to enhance customers' everyday lives and experiences, helping them to understand, access, enjoy and make the most out of all that technology has to offer. It's not just customer service that needs to change to embrace the digital world and the multichannel way of operating, but businesses as a whole.

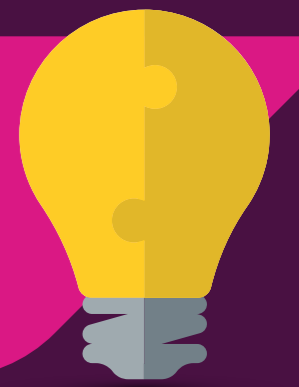
O₂'s journey over the last 5/6 years has seen them shift from the more traditional voice contacts to a greater focus on digital and self-service, whilst continuing to give customers choice. But this isn't enough. O₂ is operating in a continually changing world, and they need to transform to stay relevant for customers who have even greater expectations of them.

O₂ has focused on identifying innovative ways to deliver exceptional service experiences that differentiate them from their competitors. One area O₂ has focused on is the retention process to ensure customer loyalty and opportunities for cross-sell are maximised.

To do this, O₂ needed to address some challenges in the customer journey that were inflating drop off rates, lengthening the customer journey and causing confusion. These included the delivery of the compliance script that was lengthy and accounted for almost 40% of the call, as well as sufficiently explaining the product range options available to the customer.



The Solution



O₂, in partnership with Capita, implemented Vizolution's vScreen solution that enabled them to transform a standard call centre call into a visual experience.

This was achieved by using technology accessed via a simple browser that enabled agents to show, share and sign documents whilst on the call with the customer.

Standard call centre calls were transformed in 2 main ways:

- 1** Compliance information was shown on screen so agents didn't need to read a lengthy script. Customers could read the script and tick the box to acknowledge they had read and understood it.
- 2** Customers were shown a summary of their deal on the screen to help them understand and encourage completion. This also included upsell options such as insurance.



Agent asks customer to join a vScreen session.



Agent visually displays T&Cs, devices, features & benefits of the proposition.



Deal summary presented to customer with confirmation of tariff change.



Agents presents compliance script visually. Customer signs electronically.



Agent presents customer with next steps and provides link to online shop.

Results



Phase 1 of the project aimed to transform the customer journey, improving the overall experience for customers.



The project has been commended for the transformation in customer experience:



Best Innovation in Customer Service
European Contact Centre and Customer Service Awards



Best CX Transformation Through Technology Partnership
CCA Excellence Awards



Customer Satisfaction Innovation Award
UK Customer Satisfaction Awards



Omni-channel Innovation Award
UK Digital Experience Awards

The results (left) relate to phase 1 which covered a 4 month period.
The project was rolled out and is now in phase 2 based on these results.

Success Stories



I've been really **impressed** with the **collaborative** approach Vizolution have taken, in particular taking the time to really **understand** our requirements and our business. They then used this **insight** to shape the solution to support our shared objective to make the joining process even **easier** for customers”

Head of Customer Service at O₂

Vizolution is a hyper-growth CX-Tech company dedicated to helping enterprises make customer experiences effortless.

We believe that remote customer experiences should be as effective and high touch as in-person interactions, and that customers should be able to complete journeys in as few steps as possible, within their channel of choice.

Our suite of solutions are used by 33 global enterprises in 13 different countries and have received numerous accolades for CX innovation, including at the UK Customer Satisfaction Awards, European Contact Centre and Customer Service Awards and CCA Excellence Awards.

Email: contact@vizolution.com

Telephone: **0845 539 1972**





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