

Top Telco Digital CX Complaints Solved

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Optimized and innovative user experiences have given OTTs an edge in disrupting telco businesses. Because of the digital-first nature of many of these OTTs, digital customer experiences are a strategic imperative for telcos in order to remain relevant.

Telecom customers are among the most digitalized of all sectors. Both their knowledge and expectations of telcos' websites and mobile apps are high—and, too often, they're not met by carriers.

To address the strategic imperative of good digital CX, telcos need to understand the most common customer complaints about their websites and apps—as well as how they can be remedied. Let's take a look at the top three: lack of e-care, lack of omnichannel customer experience, and lack of personal experiences.



Complaint #1: Lack of E-care

E-care comprises the three most common digital customer service channels, encompassing:

- **Live agent chats:** Customers talk to a 'real' person based in a contact center by typing their messages into an embedded tool on a website, app or social media page.
- **Chatbots:** The first point of contact for consumers with many leading organizations, chatbots can be used by mobile and web customers as well as by internal support staff to quickly locate relevant product information or to prepare an agent to more quickly resolve a customer's problem.
- **Social Media:** This channel includes Twitter, Facebook, LinkedIn, YouTube, Instagram, blogs and more. Customers typically interact with a telco brand through social media by sharing and liking posts, updates, conversations, pictures and videos. This channel is generally only used for customer service purposes when a consumer wants to raise the profile on an issue that the telco has failed to adequately address with live agent chats and chatbots. Of course, the issue is then visible to all followers of the telco on that particular social channel.

Telco customers complain that their carriers don't invest enough resources into these channels and their optimization. Common complaints center on live agents and the chatbot experience. When live agents aren't prepared or able to fully address issues in chat conversations, and the conversation must move to additional support via telephone, customers become frustrated. And, chatbots are often criticized as too simplistic, with frequent technical issues and only basic data analytics.

Chatbots occupy an emerging role in the digital CX landscape. With the Internet of Things now present within factories, households, and even cars, chatbot help is more important than ever— especially since these machines now have the ability to talk to chatbots in the form of data itself. The chatbots are able to disseminate the big data that they receive, quickly synthesize the problems found within, and explain it to their human counterparts. Chatbot data analytics can provide quick insights into problems and easily translate them into a format that non-machines can understand. In this

digital age—especially within the telecom industry—it is increasingly important to embrace the Internet of Things and the vast array of information it can provide from machine to human.

Best practice recommends using chatbot data analytics in conjunction with customer experience analytics software, as doing so provides carriers with a digital customer journey mapping tool. The combination of chatbot and customer experience analytics can accurately show how consumers are interacting with a carrier's network, what they are using it for, how long each session lasts, and how strong their signal is.

These tools are particularly important when examined within a factory setting that has machines sharing information almost constantly. Enterprise customers who are experiencing connectivity or bandwidth problems will report them rapidly, because these issues can impact their business almost immediately. The chatbots are usually the first line responders in this instance, as they are the primary point of contact until the exact problem has been pinpointed for technical assistance.

Complaint #2: Lack of Omnichannel Customer Experience

A holistic approach is needed to manage digital customer experience. As part of their digital transformation, telcos must be able to deliver personalized content to customers across every channel, at each stage of their journeys.

To create omnichannel customer experiences, telcos must be able to create 360-degree customer profile views. These are comprehensive profiles based on aggregated information and personal data such as purchase history, digital behavior, and intelligence gathered from customers' activities across the venues they visit.

Telcos can combine the data they collect with demographic and psychographic data available from companies like TowerData, Experian, Melissa Data, and other third-party data brokers. By doing so, they put themselves in the position of owning the richest data that service providers have ever possessed about customers. The depth of data they collect will enable them to feed the most accurate predictive and prescriptive analytics models as well as identify anomalies before they become major issues.

Complaint #3: Lack of Personalized Experiences

Personalized experiences are a hot topic in most consumer-facing industries these days, and the telecom market is no exception. Key benefits of personalized experiences include driving impulse purchases, increased revenue, and enhanced loyalty.

- Customers are more inclined to buy items they did not intend to if they receive a personalized recommendation from the brand they are doing business with.
- When it comes to increased revenue, the wins are big for companies willing to personalize the customer's experience. Consumers have proven that they often purchase more expensive products and services than they planned to because of receiving personalized service.
- Personalization can have a long-tail effect, too: consumers are more likely to repeat a purchase after a personalized shopping experience.

So, if opportunities for both consumers and brands are so great, why are telcos failing to deliver on it?

The answer is quite simple. Most digital customer experience orchestration solutions are inadequate and lack the ability to conduct session replays.

Imagine having a 360-degree digital analytics solution in play. This type of technology records all aspects of a customer's journey from inception to abandonment. It indicates where customers landed on the website, which pages they looked at, how long they stayed, and when they were lost in the conversion funnel. By visualizing customer journeys, it becomes easy for telcos to pinpoint precisely why visitors abandon their browsing, shopping, or interest in a company's products or services.

It has been said that everyone has 20/20 vision in hindsight. Now that same thinking has been applied to the creation of a website customer experience that tracks user behavior for the benefit of both the telco provider and the client. Sometimes, it's not the products or services that a carrier is offering that are problematic. It may not even be the price. The issue is often the website itself: Is it creating a user-friendly experience? Why are visitors abandoning their shopping carts at specific points in time? Are the calls to action (CTAs) ineffective? Is the shopping process too complicated? Are there too many steps required in the registration process for new users? These types of aspects can easily be evaluated and rectified through session replays.

The type of software that is capable of such in-depth reporting, big data capturing, and funnel analysis can be used to great effect with big data infrastructures and analytics, and to generate proactive insights. These types of systems offer a 360° digital analytics solution to e-commerce platforms.

The data does not simply scrutinize one dimension of a customer's browsing activity. Instead, it is a fully comprehensive perspective—and therein lies the benefit for businesses. By using automatic insight solutions for PC, Mac and mobile, it is possible to completely understand what goes on from a customer's perspective. Businesses can then create better landing pages, homepages, checkout options, calls to action, customer service functionality and more, optimizing the customer's user experience and ensuring repeat business.

The benefits are clear. The cost of doing nothing is also clear: telcos must make excellent digital CX a strategic imperative or continue to lose revenue and marketshare to OTTs and other disruptors.