Customer

INDUSTRY

Telecom

ORGANIZATION PROFILE

- Fortune 50 Company
- $80bn annual revenue
- 150,000+ employees
- U.S.-based

Case Summary

CHALLENGE

More than a quarter of the telecom's customers who visited the enterprise's online support pages ended up contacting the support call center for additional assistance. Without a clear picture of when and why customers needed additional assistance, attempts to reign in call center costs lacked data-informed business cases.

SOLUTION

Using Minitab Connect™ platform to painlessly access and blend online digital and offline call center data sources, as well as external vendor and internal sources, the client reduced the rate of its users requiring calls to customer service to 13% and saved more than $2.3 million in call center costs.

Minitab Connect™ enables 360° data integration, saving Fortune 50 Telecom Giant $2.3 million in call center interactions

The Minitab® client is a fortune 50 telecommunications giant that prioritizes customer retention, having already captured a third of the market share for cable TV, internet and phone services in the U.S. A major component of its retention strategy is focused on improving the customer experience, which can be expensive when relying heavily on human resources like excellent customer care representatives available 24/7 by phone.

DRIVING EFFICIENCIES THROUGH PAINLESS DATA BLENDING

Minitab Connect™ helped the telecom company get a complete view of its customers' service needs, enabling the enterprise to more efficiently solve customers' problems through digital self-service rather than needing to reach out to customer service representatives. With a 360° view of its users' troubleshooting journeys—from online self-service support content to picking up the phone to be connected with live support—the client identified areas where online support content could be improved to empower its customers to easily resolve issues on their own. Armed with these critical analyses, **the company was able to save more than $2.3 million in call center costs alone** over the course of two years.

Minitab

CRITICAL DATA SOURCES

- Web behavior
- Interactive Voice Response (IVR)
- Chat logs
- Customer
- Sales
- Multiple vendors

BUSINESS UNITS UTILIZING FOUNDATION

- Self-Service
- Marketing
- Sales
- Digital Center of Excellence

The Challenge

Manual processes, inaccessible data sources and data-deficient debates

The telecom company's digital self-service department lacked an efficient way to create a central data ecosystem that automated the blending of various online, offline, internal and external data sources impacting the business unit, and specifically to marry call center and web behavior data to connect critical events in the pathway from digital self-service to live customer service. Without the ability to connect data about customers' online behavior with their offline calls to customer service, internal discussions about how to reduce the rate of service phone calls were based on instincts rather than facts.

The Solution

Automated integration of online and offline data, seamlessly exported for reporting and analysis

The Minitab Connect™ platform automates data access, integration, preparation and delivery processes, enabling the client to easily centralize every data source that informs its business, combine and match disparate data sets, and painlessly move relevant information into its preferred best-in-class analysis and visualization tools to drive the insights that saved the enterprise millions in call center costs.

AUTOMATED DATA ACCESS AND BLENDING

The telecom's teams utilized data integration tools in Minitab Connect™ to automate access to online and offline data sources—from first-party internal customer data extracted from its national data warehouse, to Adobe Analytics and Audience Manager data, web log-on and behavior information, and multiple vendor sources—and move information into its business intelligence tools for analysis. The teams were able to break through seemingly impermeable data silos and automated data pulls and pushes to eliminate time-sapping and error-prone manual imports, reformatting and exports. With all of the data relevant to customers' service pathways finally available, the client was prepared to make connections between web behavior and incoming support team calls.

SELF-SERVICE DATA PREPARATION

Minitab Connect™ contains data preparation tools that allowed the company's analysts to quickly blend and prepare centralized data before delivery to business intelligence tools. Through automated business processes, they were able to match customers' online log-ins and activity to the same customers' offline calls to the support team. With these critical connections between disparate data sets made, analysts using their chosen business intelligence and visualization tools clearly identified which online self-service help pages were successful and which were not.

UNIFIED, GOVERNED DATA REPOSITORY

Because Minitab Connect™ provides a data storage tool, users have fast, direct access to all of their data sources, and complete visibility into current customer service needs through a centralized data-mart of cleaned, governed data.

Minitab

Adobe Analytics

Adobe Audience Manager

Excel

+ a b | e a u ®

teradata.

DOMO

MySQL™
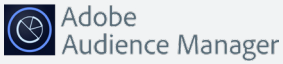
The Results

True 360° customer support data visibility and millions of dollars saved

Once armed with the ability to merge its complete range of internal, vendor, online and offline data sources that rarely "talk to" each other, the telecom company had a rich, detailed picture of its customers' support experiences. The company was able to calculate the percentage of customers who visited online support pages in an attempt to self-service, but ended up needing to call a customer service representative in the following 24, 48 or 72 hours to fully resolve their issues.

360° customer data integration helped inform website improvements that drove a **50%+ reduction in support calls**, saving more than $2.3 million

Before the project, the percentage of customers who had unsuccessfully attempted to use online self-service help content was just north of 25%. Instead of debating about how to tackle self-service improvements, the data clearly outlined which online support pages were generating the highest number of calls to customer service. By optimizing the content on those pages, the telecom was able to reduce the percentage of customers requiring call center support after visiting digital help pages to 13% two years later, saving more than $2.3 million in call center costs.

> " The things we measure today are not even close to the things we measured three years ago. We're able to do new things and iterate into the next generation of where we need to be instead of being mired in spreadsheets and PowerPoint decks."

Senior Manager,
Digital Search Analytics

Beyond Results:

Minitab Connect™ enables next-generation thinking

In addition to the automated, systematic data blending and reporting that's become part of its new culture of data analysis driving strategy, the telecom's self-service unit now has data on-demand and the flexibility to do ad-hoc analyses that are driving new digital customer service improvements, rather than spending hours manually manipulating data. The speed and agility with which Minitab Connect™ can create new automations, new data mashups and new visualizations enables limitless innovations.

ABOUT MINITAB CONNECT™

Access, blend, and enrich data from all your critical sources for meaningful business intelligence and confident, informed decision-making with Minitab Connect™. Feed analytics initiatives and foster organization-wide collaboration with self-serve tools for data integration, automation, and governance. Data users from across the enterprise can effortlessly blend and explore data from databases, cloud and on-premise applications, unstructured data, spreadsheets, and more. Flexible, automated workflows accelerate every step of the data integration process, while powerful data preparation and visualization tools help yield transformative insights. Discover how you can accelerate your digital transformation with Minitab Connect™ at minitab.com/connect.

ABOUT MINITAB®

For nearly 50 years, Minitab® has helped companies and institutions spot trends, solve problems and discover valuable insights in data by delivering a comprehensive and best-in-class suite of data analysis and process improvement tools. Combined with unparalleled ease-of-use, Minitab® makes it simpler than ever to get deep insights from data.

Thousands of businesses of all sizes and industries worldwide, including the Top 10 Fortune Companies and 85% of the Fortune 500, use and trust Minitab® Statistical Software, Companion by Minitab®, Minitab Workspace™, Minitab Connect™, Quality Trainer® and Salford Predictive Modeler® to make better, faster and more accurate decisions to drive business excellence.