

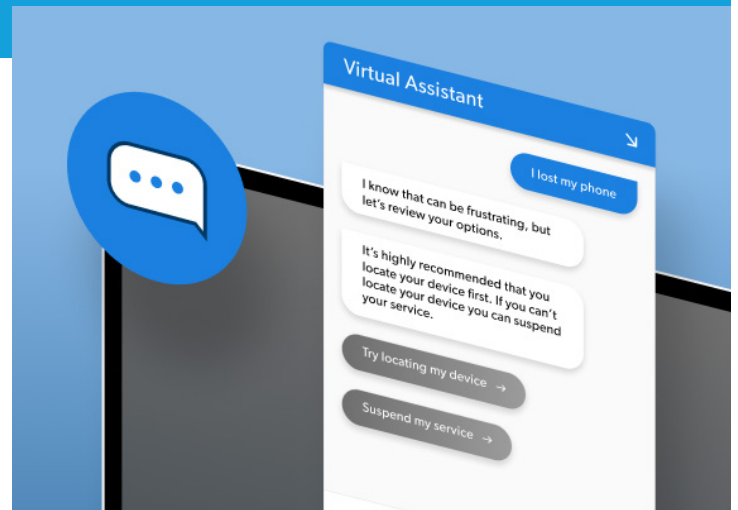
Optimized Virtual Assistant Reduces Workload and Boosts Customer Satisfaction

SUMMARY

Although one of the world’s largest telecommunications companies already had an existing chatbot / virtual assistant (VA) on its customer-facing website, they had only just begun to tap its full potential. They asked CapTech to partner with them on enhancements that would realize more value for the business and for customers.

CHALLENGE

Customers want and increasingly expect to be able to find answers and solve issues online. At the same time, the client’s customer call center was already overworked. A more robust and customer-responsive chatbot would increase the “containment” rate (percent of requests fully handled within chat), thereby reducing call center demand and boosting customer satisfaction.



CLIENT

One of the world’s largest telecommunications companies



INDUSTRY

Telecommunications



SERVICES

Conversational technology

ChatBot Persona

INSPIRATION
Seasoned Service Rep

DESCRIPTORS

Empathetic Capable Personable Attentive

PERSONALITY

Since our customers are often contacting me with urgent needs, I'm always empathetic from the start to put them completely at ease.

Once they know I care, I can help them solve their problem as quickly as possible; since they've come to me instead of calling the service center, I want them to know I'm perfectly capable of helping them.

Even though I'm a chatbot I work to be as personable as possible. Making a human connection is an important aspect of our brand.

After I've helped a customer with their intent, I remain attentive in case they have any additional questions or needs. I want to ensure I've solved their specific problem—and potentially help them with another.



