

Improving Customer Relationships with New Welcome Call Strategy

Focused on the customer experience, one organization proactively welcomes new customers, while improving efficiency in the contact center.



The wireless communications provider uses Varolii to reach out to new customers to confirm service plans, review key products and services, and explain the billing cycle. As a result, the carrier reallocated 50 customer care representatives to focus on more critical customer care operations. Equally important, it helped the carrier establish new relationships with personalized dialog, walking customers through the specifics of their accounts, ensuring the communication is highly valued by the customer. By improving customer communication, Varolii helped this customer remain among the industry leaders in customer retention.

Improving Customer Satisfaction

Committed to providing customers with excellent customer service, the company wanted to make sure new customers started out on the right foot. Initially, their customer care representatives attempted to call every new customer. While this process created a highly personalized interaction with the customers they reached, it was complex to manage, highly labor-intensive, and ultimately resulted in minimal list penetration. And, it was very expensive.

To reduce the time spent trying to reach the customers, the provider tried a second approach. When new customers placed their first call, they would hotline their wireless phone to the company's call center. It ended up being a good solution for list penetration, but caused long hold times and delays in removing the hotline. So while list penetration improved, the customer experience suffered. It was clear that this approach was taking them even further from their goal of delivering excellent customer service.

Having seen the successes Varolii achieved in the company's collections efforts, the carrier knew there was a better solution. Setting out to maximize list penetration and minimize agent time, they enlisted Varolii. With Varolii Interact™, they were able to quickly and easily interact with new customers with a custom message detailing their specific account and purchases. Conveniently, customers learn about their specific plan features such as voicemail, walkie talkie services, wireless web access, plan limits, and billing cycle.

CLIENT

Major wireless communications provider

CHALLENGE

Improve efficiency, convenience, and cost-effectiveness of welcoming new customers with important service plan details and explaining how to use key features.

SOLUTION

Provide interactive, personalized messages based on the products and services that a new customer has purchased.

RESULTS

- Streamlined internal process, freeing-up 50 agents to work on high value activities
- 68% of people reached listen to the entire message
- Significantly reduced costs
- Increased list penetration
- Improved customer experience

Contact Us:

800.206.2979

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Varolii has been a pleasure to work with. With their suggestions, best practices, knowledge and experience, Varolii has worked side by side with us to ensure our success.

Program Analyst

Continually Expanding the Pre-Recorded Library

Sending personalized messages to each customer based on their products and services, the company decided to take customer personalization several steps further – to Hawaii.

Taking advantage of Varolii's extensive library of pre-recorded Hawaiian names, they were able to eliminate text-to-speech in many cases and address their Hawaiian customers with an accurate pronunciation of their names.

Their Hawaiian market appreciated attention to detail and personalization, so using Varolii's library of Hawaiian names really helped build additional credibility with this market segment. It was just one more way Varolii helped the provider deliver a superior customer experience.

Winning On All Fronts

The organization found that Varolii Interact provided them with a way to successfully communicate with customers that was cost effective. Now both the company and its customers have the best of all situations – personalized, excellent customer service, at the customer's convenience, at a reasonable cost.

In a matter of weeks, the success of the program was evident:

- The carrier reduced inbound call volume, freeing-up 50 customer care representatives, while eliminating customer delays.
- 68% of people reached listen to the entire message, signifying the content is useful and valuable to the listener.

ABOUT VAROLII

Varolii® provides on-demand communication software and services that enable organizations to more effectively reach and interact with their customers and employees, getting the best result from every interaction.

www.Varolii.com

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