

Transforming the customer experience with authentic caring end to end

How Genesys supports the TELUS CX Vision by enabling closed loop communication and an omnichannel experience



Customer: Telus
Industry: Telecommunications
Office Location: Joplin, Missouri
Location: Vancouver, Canada
Years in Business: Founded 1990
Revenue: 12.1B CAD (2015)

Challenges:

- Inability to “connect the dots” between customer interactions across channels
- Lack of visibility into agent utilization and productivity
- Reactive, inconsistent resource allocation and excess time between tasks
- Need for more agent accountability, less customer effort

A Canadian telecommunications company, TELUS prides itself on delivering exceptional customer service, and they have the metrics to prove it. TELUS has the lowest churn rate and highest NPS scores of all the telcos in North America.

With 13 million customer connections across wireless, residential network, high-speed Internet, TV and other services, TELUS has a massive customer base. And every single customer's opinion counts. “Ninety-five percent of our customers are satisfied with our customer service. But we won't be satisfied until we get to 100%,” states the company's service policy. Genesys is an important part of that effort, enabling TELUS to enhance the customer experience with not only end-to-end communication across all channels, but also end-to-end caring.

Supporting a culture of caring

In an industry that is increasingly cutthroat,

exceptional customer experience is a competitive advantage for TELUS. It's also a part of the company's DNA.

“Caring for our customers is at the heart of everything that we do. Our best-in-class team truly cares about each and every customer, and that's our differentiator,” says Carly Brandon, Strategy Manager, TELUS.

A strong part of the TELUS culture and business strategy, a focus on caring drives not only how front-line teams engage with customers, but also the company's investments and business practices. Instead of buying a sports team or putting their name on a new stadium, TELUS invests in improving the healthcare ecosystem, which directly improves the lives of Canadians. Named the most philanthropic company in the world in 2010, TELUS has a strong “give where we live” philosophy, with 11 local boards working with charitable programs to create positive impact where employees live and work. Since 2010, TELUS team members have donated 6.4 million hours of their time.

Solutions:

- Genesys Customer Experience Omnichannel Platform
- Inbound Engagement Center
- Outbound Engagement
- Process Automation
- Digital Engagement
- Analytics

A focus on making it easy for customers

TELUS strives to make it easy for customers to get what they need. Previously, the company was unable to “connect the dots”—they lacked the ability to connect customers with the same agent and to share information across channels in a seamless way. This created a disconnected customer journey, hindering agents’ ability to deliver customer outcomes on the customers’ terms.

For example, when a customer emailed with an issue, one agent would respond, but follow-up replies from the customer would go to a new agent. Similarly, agents were unable to cross channels to address different customer issues, such as explaining prorated charges, which can be better addressed with rich, context-oriented communication like email rather than over the phone.

In addition, TELUS lacked visibility into agent utilization and productivity. Work distribution and prioritization were largely manual, leading to reactive, inconsistent resource allocation and excess time between tasks when agents could have been supporting customers. Team members were often unsure what to work on next.

TELUS sought an omnichannel solution to enable team members to take more accountability for customer outcomes, minimize customer effort, and ultimately create a more trusted relationship.

Creating closed-loop communication, authentic relationships

TELUS has been using Genesys point solutions for decades, which established a quality partnership on which to build out a full omnichannel experience.

“The fact that we knew we were working with quality technology and quality people set the foundation for a long-term partnership as we took this next step in evolving the TELUS customer experience,” says Terry Gardiner, VP of Customer Experience Enablement, TELUS. “It became clear that understanding the customer journey was best facilitated by working with Genesys.”

TELUS selected Genesys for its best of suite offerings, which deliver better visibility into and integration throughout the customer journey.

With the Genesys Customer Experience Omnichannel Platform, every agent can handle

every transaction point, seamlessly moving between chat, email, text and voice and across TELUS online, phone and retail channels. By blending resources and creating a seamless agent desktop, TELUS can now align a single agent with a single outcome. This drives closed-loop communication and an outcome-oriented approach.

TELUS continues to take steps to provide front-line team members with more intelligence, empowering them to make better decisions about who is best suited to handle specific customer issues. With Genesys Conversation Manager, TELUS can sync all customer data for a seamless experience, ensuring continuity and context as the customer moves between channels.

“The Genesys technology unlocks the passion of our team members to care for customers, and has really allowed us to support customers from end to end,” says Brandon. “Genesys brings the customer back to the same agent, enabling the agent to put extra care for the customer up front and make sure all concerns are fully resolved.”

The result is a customer service model that allows agents to have a true relationship with each customer.

“Genesys technology has really bridged a gap for me,” says Trish Milley, Customer Care Representative, TELUS. “It has allowed me to deliver a really amazing customer experience at a whole new level, communicating with our customers in the way that they prefer. We are always striving as customer care representatives to deliver that perfect customer experience and this technology has really empowered us to do what we’ve always wanted to do.”

Agent accountability, satisfaction soars

Previously, agents were managing workload by “calendar padding” follow-up times in Outlook. However, if an agent was out sick or in training, that customer promise would not be kept. Now, Genesys Intelligent Workload Distribution (iWD) dynamically prioritizes the distribution of work tasks and automatically delivers the next most important chat, text, call, email or follow-up directly to the agent best suited to handle it.

Customers appreciate that they are able to reach a dedicated agent. Plus, customer promises made are now promises kept.

“What seems like a simple follow-up has drastically changed,” says Brandon. “Now we can keep that promise with the customer, no matter what.”

“This technology has been a game changer for us. I’ve been in this industry for over 15 years and this is the first time we’ve had the ability to build two-way conversations and relationships with customers.”

Carly Brandon, Strategy Manager

In addition, emails are automatically sent to customers after each call, creating the opportunity for two-way feedback.

“Because of two-way communication, agents no longer have to wait for a survey at the end of a transaction,” says Brandon. “Now we receive emails or calls from customers just saying thank you, or that no company has ever treated them this well before. Agents are getting a pat on the back directly from customers every day.”

The omnichannel solution has played a role in changing the work lives of the agents. Empowered with new technology, agents are better equipped to create a true relationship with each customer. Agents have a vested interest in the customer experience and as a result, engagement has skyrocketed.

“The most significant impact of using iWD is our ability to reach out and proactively talk to our customers through different communication methods,” says Justin Lockyer, Customer Care Representative, TELUS. “Customers are calling me by name when they call in and I know who they are. It’s a fantastic feeling, and it’s not just one touch anymore. It’s more personal.”

Transforming the customer journey

TELUS has evolved from supporting individual customer transactions to supporting each customer’s end-to-end journey.

“Genesys cares about our outcomes as much as we do,” said Gardiner. “And as a result, we’re at the leading edge of taking advantage of Genesys technology to create great customer outcomes.”

TELUS has made an incremental investment in the first 30 days with customers, which has paid back in significant ways for every other KPI. As customer effort decreased, Customer Satisfaction (CSAT) and Net Promoter scores increased. Churn plummeted while average spend and average revenue per unit soared amongst the customers who had experienced the new service model. Furthermore, TELUS saw contra revenue reductions of approximately 7% since rollout.

“It really points to the fact that if we can create a better and a differentiated customer experience, our customers will be more satisfied,” says Gardiner. “They will stay with us longer, they may spend more, and we’ll have loyal customers for life.”

“This technology has been a game changer for us,” adds Brandon. “I’ve been in this industry for over 15 years and this is the first time we’ve had the ability to build two-way conversations and relationships with customers.”

Concludes Gardiner: “The marriage of the TELUS culture plus Genesys technology creates the exceptional agent experience and customer experience that we strive for.”

RESULTS

Decreased customer effort,

resulting in improved CSAT and Net Promoter scores

Increased average spend

and average revenue, while churn plummeted

7% reduction

in contra revenue

Dramatically improved agent satisfaction

ABOUT GENESYS

Genesys® powers more than 25 billion of the world’s best customer experiences each year. Our success comes from connecting employee and customer conversations on any channel, every day. Over 10,000 companies in more than 100 countries trust our #1 customer experience platform to drive great business outcomes. Genesys on-premise and cloud solutions are built to be fluid, instinctive and profoundly empowering. Combining the best of technology and human ingenuity, we work the way you think.

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