

Avea & Conversocial

Case Study

conversocial

How AVEA delivers real customer value for Turkey's telecoms market.

Avea, the youngest mobile operator in Turkey, has a nation-wide customer base of 13.7 million and provides services to 99% of Turkey's population through its next generation network. Driven by a spirit of innovation, the company is growing fast both in corporate and individual services and is constantly investing in technology and infrastructure, as well as in its management of around 3000 employees.

Avea's Project Managers are continually looking for ways to improve operations for Customer Care, and bring on board the best possible tools to support customer satisfaction and operational efficiency, from CRM to billing. Social Customer Service is a hugely important channel for Avea, as the most socially active mobile operator in the country.

Avea's team of 20 social media support agents sits under Customer Care's back office operations. But handling social media tasks manually didn't allow for any real process around social customer service. The team needed a tool to more effectively respond to and resolve customer issues through social channels. It was important for Avea's Project Management and Customer Care teams to automate workflow around social case management, in order to respond to customers quicker, monitor processes and report on agent performance.

Using Conversocial gives Avea's management team better control. A seamless workflow across teams, that's fully tracked, ensures that no customer message goes unanswered, with no duplication of efforts. Conversocial's granular permission and role controls mean that accountability and security over public customer service are not issue, and it's possible to open up social to a large team who can both answer customers' problems directly and reach out to new ones proactively.

“ We knew exactly what we were looking for when we began our search for a social customer service solution. The most important thing for Avea is to improve operational efficiencies to deliver the best, fastest care to our customers. Conversocial's prioritisation of important issues, task distribution, conversation history and reporting on customer sentiment and agent performance met our needs perfectly. During our trial of Conversocial, our agents adapted to the platform so quickly that they needed minimal training after purchasing was complete, and could start delivering service to customers immediately. ”

- Ozgur Gemici, Project Manager, Avea

Greater customer insight for real business change

Using Conversocial's seamless tracking of customer sentiment and issues as agents process conversations, Avea has been able to unlock real insight into their customers' biggest problems and greatest desires. Not only can the team improve customer satisfaction in reaching out proactively to customers discussing Avea

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indirectly, but also they can unearth organic feedback on the company's services. Conversocial's tagging and reporting has provided Avea's management team with valuable data on issues from billing, to service, to packaging and even responses to marketing campaigns.

Operational Efficiencies for better service

Working with Conversocial, Avea was able to establish exactly when, and why, customers get in contact over social channels. Using this information the brand set a response time target of 30 minutes to make sure that each agent responds to customers within a timeframe that will exceed expectations. Avea has already seen a 20% increase in response speed, now replying to 90% of customers within half an hour, just by implementing Conversocial to manage the agents' workflow. The team responds to 200 messages per day – over 30% above the number of customers agents could deal with previously.

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Reaching social ROI

Avea can point to a true return on investment in Social Customer Service, of more than 221%. Immediately, Conversocial's automated workflow presented savings over and above the full-time job of manual task distribution. This combined with efficiency gains across the entire team, and deflection from expensive phone calls by catching customers sooner along their journey, deliver time savings of more than £90,000 per year.

Today, the team's average response time is down to just 30 minutes, and they handle 100 messages an hour. It's possible to resource agents at the right time to keep that response level consistent, and feeding performance results back into the team keeps them ever more productive out of pride in the service they are offering. For management, being able to measure the number of customers reached within a certain time-frame means it's possible to prove the value of their efforts effectively enough to set bonuses.

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And this performance is even beginning to translate into sales. Using Conversocial's tagging of different conversations and connecting this up with CRM data, the management team has been able to track an uptick in touring brochure requests through Facebook – currently around 80 per month. The next steps for Haven are to start tracking relative volumes of customer service vs sales the team is assisting through targeted engagement. For the UK's largest holidays provider, social customer service has taken customers not just from like to love, but to lasting commercial relationships.

To learn how other businesses use Conversocial, find more examples at www.conversocial.com/product/customers.

If you'd like to learn how Conversocial can help you to develop an effective Social Customer Service program, get in touch with us at sales@conversocial.com

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