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VISUAL IVR: DIGITAL SELF-SERVICE ON THE VOICE CHANNEL

A Frost & Sullivan Case Study Featuring Turk Telekom and Jacada

BACKGROUND

Turk Telekom, the first integrated telecommunications operator in Turkey, offers a wide range of consumer and business services and provides unified mobile, internet, phone and TV products. Its pay-per-TV business serves approximately 900K subscribers.

This rapidly expanding organization is focused on introducing next-generation technologies and services to aid Turkey's transformation into an information society. As the median age of Turkey's population is 29, Turk Telekom is well-positioned to leverage emerging technologies and state-of-the-art solutions to serve its large and relatively young customer base.

SNAPSHOT

Türk Telekom

Customer
Turk Telekom

Industry
Telecommunications, including unified mobile, internet, phone and TV products

Market
Europe, Middle-East, Asia

Customer Base
40 million subscribers

CURRENT BUSINESS CHALLENGES

Turk Telekom has nearly 40 million subscribers and runs approximately 100 million calls a year through Interactive Voice Response, commonly known as IVR. About 55 million of its inbound calls are directed to agents, and about 45 million are handled in an IVR system. This huge call volume, and the large number of customer service agents required to serve it, presented the following business challenges:

- Very high call volume--costly and time-consuming to serve

- The necessity to meet and manage customer expectations, and a clear preference for human contact

- Customers who were wary of self-service options (initially, at least)

- Agent costs, including training, salaries, average handle time, call resolution challenges, etc.

- A desire to drive digital transformation

STRATEGIC GOALS

As a forward-thinking company, Turk Telekom sought to contain costs while still offering the best customer experience possible. It wanted to reduce the number of calls to call centers and move at least some of its current customers to digital solutions, all while allowing customers to be in control. To do this, Turk Telekom needed a technology that would direct regular callers to a digital self-service platform. Visual IVR was selected as the most feasible technology to accomplish this.

SOLUTION SELECTION

While seeking a solution, Turk Telekom considered a number of providers. It researched Visual IVR providers in both local and global markets, and came up with a short list of possibilities based on platform capabilities and features. It ultimately selected Jacada's Visual IVR product due to its customizability, flexibility and customer support capabilities.

Jacada's solution also includes highly interactive, user-friendly features, including a responsive HTML format and easy-to-use designer tools. These features allowed Turk Telekom to quickly customize its own Visual IVR menu. Jacada also had significant experience with Visual IVR implementations, and its product was compatible with other major platforms in the marketplace.

SNAPSHOT

Company

Jacada

Products

Self-service, agent desktop and automation solutions

Industry

Computer Software

Market

Global

EASE OF IMPLEMENTATION

Turk Telekom began by testing Jacada's Visual IVR product, offering customers a visual interface that allowed them to choose from self-service options such as seeing their account details, paying their bill, trouble-shooting technical problems with video, or talking to a customer service representative. The product also offered customer feedback and personalization options. Depending on the reason for the call, customers were able to select their preference and were given the opportunity to self-serve according to their individual comfort level. Advanced features allowed customers to share information such as a text, photo or video before they connected to an agent.

RICHER SERVICE

As the agent is able to see what the customer is doing in a Visual IVR setting, they can respond to specific requests and quickly help the customer. Most importantly, this allows agents to see the customer journey in context and to note where their customer is in the process, i.e., what questions have already been asked and answered. Among other things, this means that the customer is not repeating the same questions to different people. This entire process drives customer satisfaction higher as customers benefit from faster and richer service than traditional IVR allows.

In addition, the flexible self-service capabilities of the product allowed Turk Telekom to tweak and improve the content and functionality of the Visual IVR solution as it was tested in the marketplace. Typically, large companies with complex systems can present implementation challenges that are tricky and time consuming. Turk Telekom did not have any significant implementation problems with Jacada's product and found the transition process to be quite smooth.

RESULTS

82% of Visual IVR calls are now handled on a self-serve basis

Overall, these options have helped Turk Telekom simultaneously save on costs and increase customer satisfaction.

Turk Telekom is seeing a healthy adoption rate on Visual IVR to date. 82% of Visual IVR calls are handled on a self-serve basis, i.e, they do not feel the need to speak to an agent again. This has resulted in significantly reduced agent usage and costs. Average handle time (AHT), which is defined as the length of time of conversation between the customer and the agent, has also been reduced.

Based on the results to date, Turk Telekom has found that Visual IVR is superior to the regular IVR channel. In fact, Turk Telekom sees a potential savings of almost 40%, an extremely impressive figure. As a next step, Turk Telekom plans to rollout Visual IVR to its mobile business, which has almost 20 million subscribers.
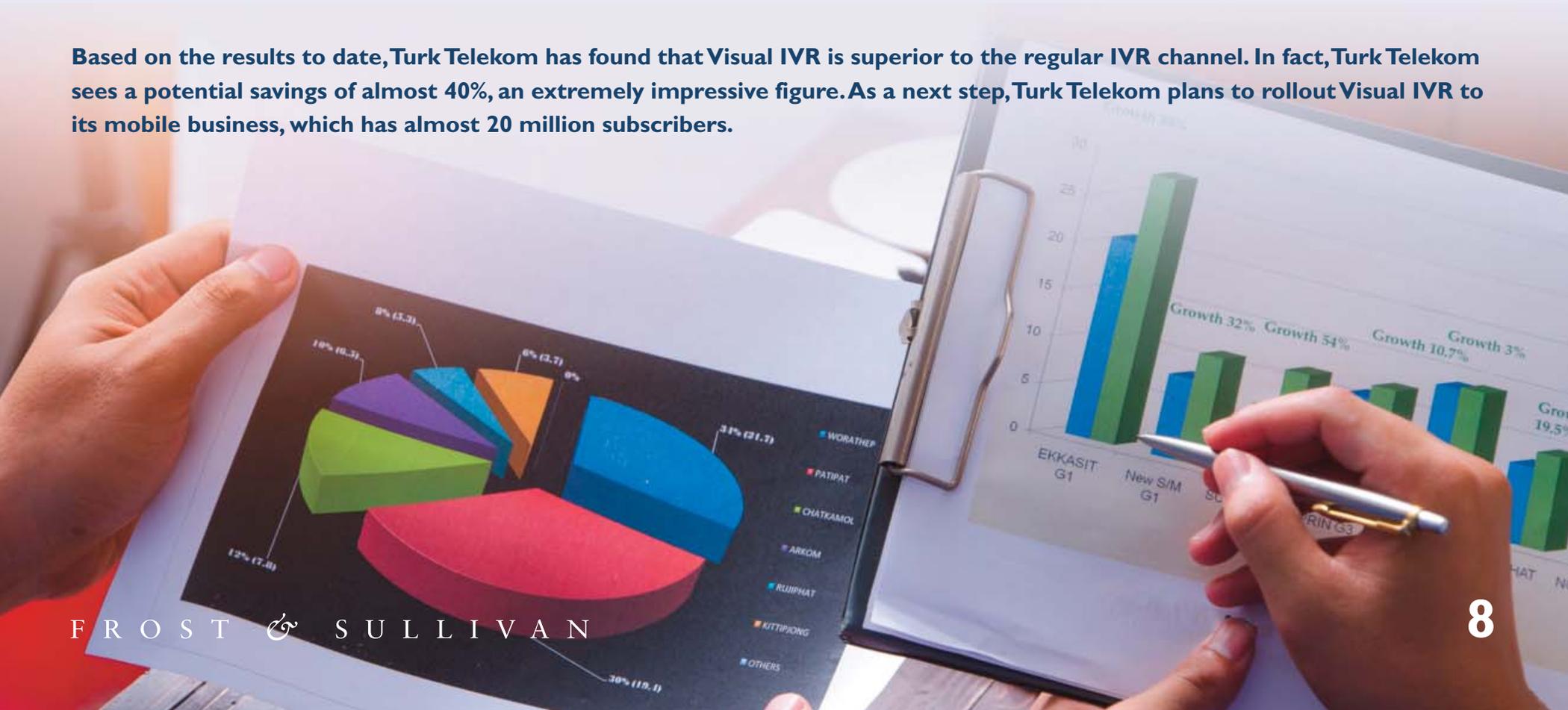
FUTURE APPLICATIONS

Turk Telekom also plans to offer Visual IVR to its enterprise customers. Future applications include implementing a SMS-triggered Visual IVR experience; customers will not have to call the customer care line to initiate a Visual IVR session, but will be able to send a SMS. Then, after matching their account number with their phone number, Turk Telekom will send the client a Visual IVR link. This will also help hearing- and speech-impaired customers receive better customer care.

Jacada's customer care platform and its versatile applications truly represent next-generation customer care service. Its product offers Turk Telekom customers a better experience, while increasing self-service options and adoption, and greatly reducing the cost of doing business. Most importantly, Visual IVR has helped drive the digital transformation process at this large and growing telecommunications enterprise, paving the way for other advanced technologies such as bots and AI, which are on the near horizon for Turk Telekom.

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www.frost.com | myfrost@frost.com | 1.877.463.7678

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