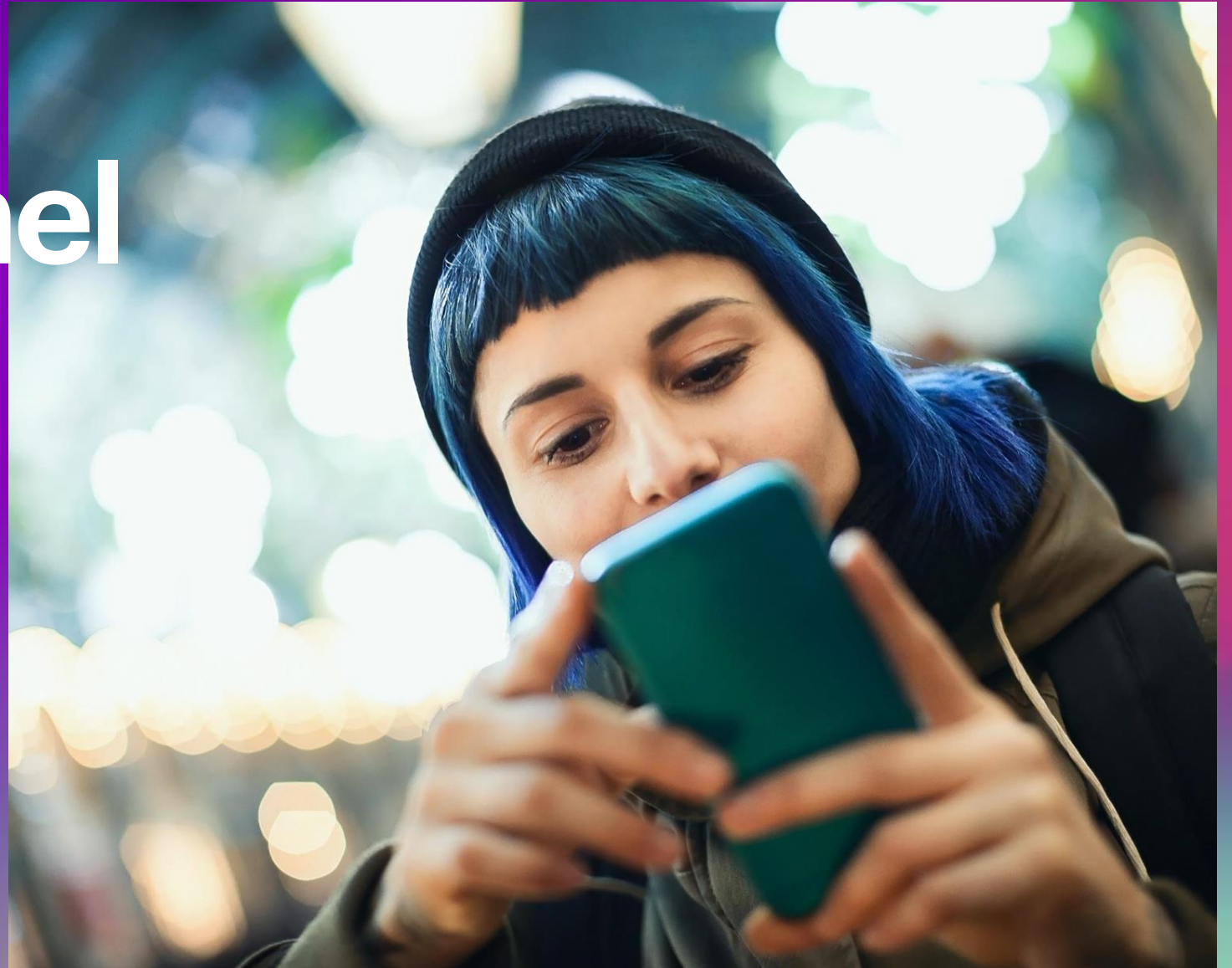


# Omnichannel customer experience made easy

Swisscom gets a high-tech  
transformation



Call for change

# Turning to IT to supercharge UX

**Telecommunications companies are in the business of providing fast, smooth access to information—but when it comes to meeting the ever-evolving needs of modern consumers, it can be difficult to keep up.**

Switzerland's leading telecommunications provider, Swisscom, wanted customers to be able to access its products and services in a simple, smooth way. Increasingly, their users were expecting the same as customers around the globe: a seamless experience across channels to do everything from ordering products and services to handling billing. Anytime, anywhere. To make this possible while keeping cost and quality in mind, Swisscom needed to reimagine its digital services and offerings for customers.

From its mobile app to its bricks-and-mortar stores — and every touchpoint in between — services were splintered across channels.

They were powered by siloed legacy systems that required significant effort to provide seamless customer experiences. This also slowed down innovation, as any new functionality, it had to be recreated across each system. While working to improve the customer experience, Swisscom found opportunities to improve other areas of their infrastructure as well.

Swisscom needed an omnichannel approach built on a modern, multi-layered architecture that could allow more consistent consumer interactions, better personalization, and faster, more flexible updates. Improving the user experience on self-service digital channels would deliver customer satisfaction while lowering the costs associated with call centers.

To accelerate this transformation without disrupting existing business, Swisscom called on Accenture.



When tech meets human ingenuity

# Ready to reconnect

Accenture and Swisscom worked closely to implement an omnichannel transformation. Accenture's proprietary Digital Omni Channel Platform (DOCP), built on microservices digital decoupled framework, unified Swisscom's systems to embed intelligence across customer touchpoints and provide a more personalized and seamless experience. This includes cross-channel touchpoint monitoring for efficient customer service resolution.

The advanced data analytics capability and cognitive computing ensures faster customer resolutions with the option for human interactions or cost-effective digital self-service channels. This, in turn, enables higher efficiency in capital allocation and reduced time to market for new products and services. As a cloud-native platform, implementing the DOCP has been a crucial step in the Swisscom's ongoing journey into the cloud.

All this will help Swisscom be ahead of the competition.

The partnership focused on more than just the external customer experience. Another objective in the Accenture-Swisscom collaboration was to improve internal processes by expanding agile best practices across Swisscom's IT ecosystem. The goal was to improve speed and efficiency. Swisscom University began to enable teams and new joiners in agile processes. By training employees in new ways of working, Swisscom was able to change the culture making it more focused on data-driven development and therefore bringing more value to the business.

**The project didn't just transform Swisscom's technology—it represented a shift in the company's entire IT mindset. Now, with teams using agile ways of working, Swisscom is better positioned to adapt and pivot its offerings based on customer needs and industry innovations.**



Swisscom saw a 16% bump in its Net Promoter Score, a key marker of customer satisfaction.

# Faster, smoother, smarter

Delivering holistic, omnichannel experiences mixed with intelligent insights with DOCP resulted in a 16% bump in its Net Promoter Score.

The changes are also yielding financial ROI. Use of the more cost-effective online self-service channel increased by a factor of 1.5. At the same time, the digital share in sales related interactions has tripled..

Swisscom's new way of working is not only making deployments faster, IT development costs have also decreased, as functionalities are now reused across multiple channels. The new platform is cheaper to maintain and opens the door to phasing out other legacy systems in the future—which means a more efficient and increasingly cost-effective IT landscape ahead.

Swisscom has taken the success of the B2C transformation to their B2B offerings. With the lessons learned, they can better meet changing business needs.

At the end of the day, most customers don't think much about the behind-the-scenes tech powering their interactions—they are only concerned about their wants, when and how to achieve them in a seamless way. By creating an improved customer experience, clear cost savings and faster time to market for innovative products and services/offerings, the omnichannel transformation driven by DOCP is sending Swisscom into the future at top speed.

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