

Accenture helps a leading fixed-mobile operator in Europe more effectively achieve customer satisfaction with agile self service



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#LoveCustomer

Accenture is helping a leading fixed-mobile operator in Europe to more effectively respond to customer inquiries, at lower cost, through a user-friendly, agile approach to interactive voice response (IVR)—Accenture's Dynamic IVR Solution.



The solution enables the operator's marketing and customer operations teams to manage and configure IVR changes quickly and easily, without the necessity of deep IT involvement. Through drag-and-drop functionality, users can configure and test, in real time, personalized paths for customer segments. The IVR processes more than three million calls each day, providing customers with personalized self-service that enables issue resolution at speed, and with reduced support costs.

"Traditionally in the telecom industry, IVR systems are perceived as a way of reducing the need for customer service agents to interact with customers," said Michele Marrone, senior managing director, Accenture. "But today, using the Dynamic IVR Solution, this operator is making it easier for customers to be directed to agents when one is needed. This supports the company's critical metric of customer satisfaction, while also optimizing self-service in order to accommodate customer needs more quickly and at lower expense."

This solution is enabling the operator to deploy voice applications in days, not months, while reducing the cost per change. It is also empowering one-to-one dialogue with customers through more reliable self-service, while freeing up more time for human agents to address customer issues of higher business value. All these factors support the company's goals of higher customer satisfaction and an improved overall customer experience.





# Responsive to major changes in the way customers prefer to do business

Accenture developed the new IVR solution in response to emerging trends in the customer service domain. Research indicates that customers believe that the quality of customer service has made a difference in their decision to switch providers. Customers are also demanding personalized approaches to customer care and self-service, in order to resolve their issues more rapidly and with a higher degree of accuracy than with a human agent.

## Easy-to-use service design tools permit rapid customization

Dynamic IVR has a web graphic user interface, with no special technical expertise required to implement changes to the IVR. Available building blocks are used to design a tailored IVR experience that is dynamically adopted to the customer's profile, behaviors and preferences.

IVR changes are typically done in code. However, for the Dynamic IVR Solution, we created an application and user interface where IT does not need to modify code. In addition, users are able to design IVR changes at a higher level.

MICHELE MARRONE  
Senior managing director, Accenture

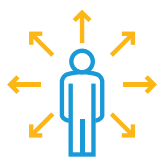


As a result, the Dynamic IVR Solution has made it much easier for the operator's customer operations function to customize the IVR system. Customer operations is able to quickly, easily deploy both self-service and interactive communication with customers as needed. It is able to do this thanks to a true "point and click" service creation application that speeds up the design, deployment and test of Voice navigation flows and integrates with CRM and OSS back-end systems. The IVR navigation is personalized, based on the customer's data and his or her inquiries. The Dynamic IVR decision trees can also be used by the digital channels to allow consistent treatment of customers across all self-service interactions.

This integrated and flexible approach delivers multiple advantages, including:



**Allows the company to add as many nodes as desired** when designing the system's decision tree logic.



**Provides a consistent customer experience across multiple channels,** including web or mobile app, by using the same logic across all channels.



**Delivers omni-channel flexibility,** such as forwarding customers' IVR data from self-service to an agent whenever customers decide they want to be connected to a person.



**Permits enhanced personalization** through allowing the design of different decision trees for a given customer segment

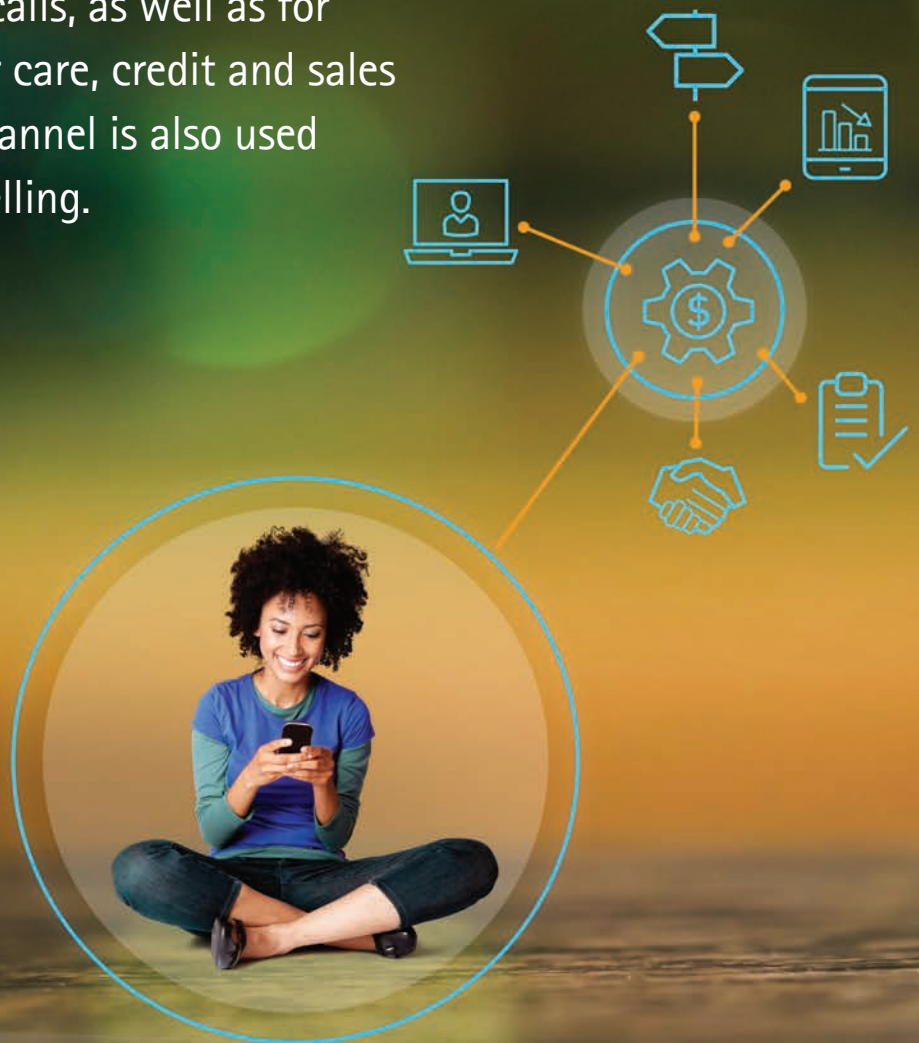


**Provides customer service optimization** based on the ability to dynamically change the priority of a given customer based on the customer's profile, agents' skills, peak traffic and other factors.



**Uses analytics for enhanced system effectiveness** by taking advantage of the execution engine's ability to trace customers' every step in navigating the decision tree, including which specific services and branches are used and how they are used, and combining this with data from user profiles.

As a result of the new solution, the operator was able to reduce its IVR from seven platforms to one, simplifying the business processes, improving customer service, and reducing maintenance costs. Today, the Dynamic IVR platform supports all customer segments, both consumer and enterprise, for inbound and outbound calls, as well as for technical support, customer care, credit and sales activities. The outbound channel is also used for proactive care and up selling.



"We appreciate the opportunity to be a part of this critical initiative at a leading provider," said Marrone. "This ongoing effort is helping drive the industry's digital transformation, while delivering added value for customers. We're proud to be involved."



## About Accenture

Accenture is a leading global professional services company, providing a broad range of services and solutions in strategy, consulting, digital, technology and operations. Combining unmatched experience and specialized skills across more than 40 industries and all business functions—underpinned by the world's largest delivery network—Accenture works at the intersection of business and technology to help clients improve their performance and create sustainable value for their takeholders. With approximately 373,000 people serving clients in more than 120 countries, Accenture drives innovation to improve the way the world works and lives. Visit us at [www.accenture.com](http://www.accenture.com).