



PwC Fusion Solutions

Customer experience (1/2)

Telco market leader, France

Customer experience program implementation

- **5%** increase in high value postpaid contracts and handsets
- Improve conversion ratios:
 - product I. from **70% to 85%**;
 - product II. from **40% to 50%**
- Churn decrease: 10-12 k / year (fixed users); **3%** on fixed broadband base
- Reduce B2B account manager time spent on non-sales activities: from **36% to 20%**
- Offer related complaints decrease **5%**

1

TOP 10 bank, Poland

New direct service channel

The newly developed Contact Centre

- small service teams,
- large service teams,
- internet/electronic banking help-desk and 2-line support unit

Benefits:

- Direct Contact Centre channel with full portfolio coverage
- Transfer of all operational processes from RMs into new unit within 3 months
- Increased client satisfaction from service

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Telecommunications, USA

Customer excellence project focused on upsell and churn decrease management

- **\$ 11 mio** investment required to realize gains in:
 - alternate service and payment methods
 - call center service tiering
 - order fulfillment
 - upsell etc.
- **\$ 175 mio** identified benefits

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PwC Fusion Solutions

Customer experience (2/2)

Telecommunications, Australia

Achievement of the Lean Customer Focused model by implementing Customer Excellence

Implementation of customer excellence principles into the current operating model resulted in significant improvement in productivity:

- **13%** increase of mobile customer base
- **\$ 40 mio** savings achieved by decrease in customer call volume
- **30%** less time-to-market

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Telecom company in France has been employing PwC for its customer experience (CEX) program – with great results!

Customer Satisfaction

- Increase promoters in new customer segment and targeted existing base
- Increase number of customers satisfied with the choice of offers by **30%**
- Decrease of potential detractors: **10-15%**

Revenue and Churn

- **5%** increase in high value postpaid contracts and handsets
- Improve conversion ratios Neo (ADSL): **70% to 85%** ; NakedNeo: **40% to 50%** and lower new Neo customers churn by **9%**
- Churn decrease: **10-12 k / year (fixed users)**; **3%** on fixed broadband base
- **5%** Fixed broadband sales increase

Performance improvement

- First Call Resolution: **70% to 85%** (by Q2 '12)
- Decrease repeated contacts by **20-30%**
- Decrease SME/ LME complaints by **10%** decrease (current at 3k/month)
- **10-15%** CR decrease
- Increase of D1 delivery efficiency to **87,5 %**
- Reduce B2B account manager time spent on non-sales activities: **36% to 20%**
- Decrease Neo Lack of Technical Infrastructure Code: **8% (Q2 11) to 2% (Q2 12)**
- Offer related complaints decrease **5%**

Case study: Development of new direct service channel dedicated for consumer clients for Polish bank



Background

The Top 10 Polish Bank designed the Target Service Model for retail segment to release RMs from operational activities and boost sales through new sales campaigns. The new model assumed preceding the operational support through the direct channel basing on call centre technology. The newly developed Contact Centre were consisting of: small service teams, large service teams, internet/electronic banking help-desk and 2-line support unit.

Approach

Market:

- Performed market research to assess demand for remote service for consumers
- New unit structured to reflect the market coverage of the Bank

Segmentation:

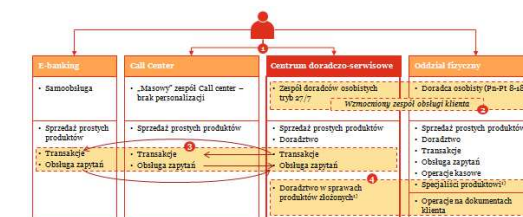
- Client segmentation based on geographical and size criteria
- Developed different service approach to mass and affluent client
- Developed the VIP services for key clients

Service model:

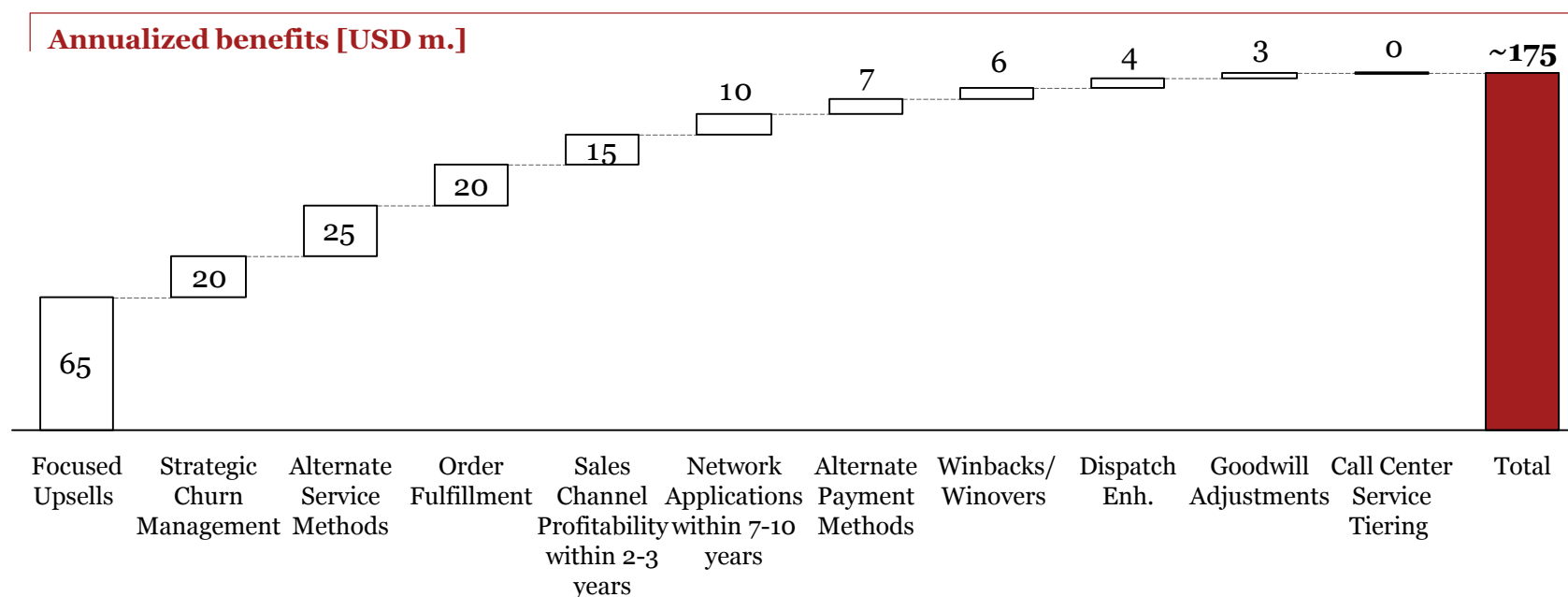
- Assignment of portfolios to the person (affluent) or team (mass market)
- Direct lines to dedicated person/team
- Alignment of Contact Centre portfolios with RMs portfolios
- Single point of contact across all operational topics (no direct contact with operational units)

Benefit

- Direct Contact Centre channel with full country and all lending products portfolio coverage
- Good alignment of new channel with RMs and Operational Units (Back Office)
- Transfer of all operational processes from RMs into new unit within 3 months
- Increased client satisfaction from service



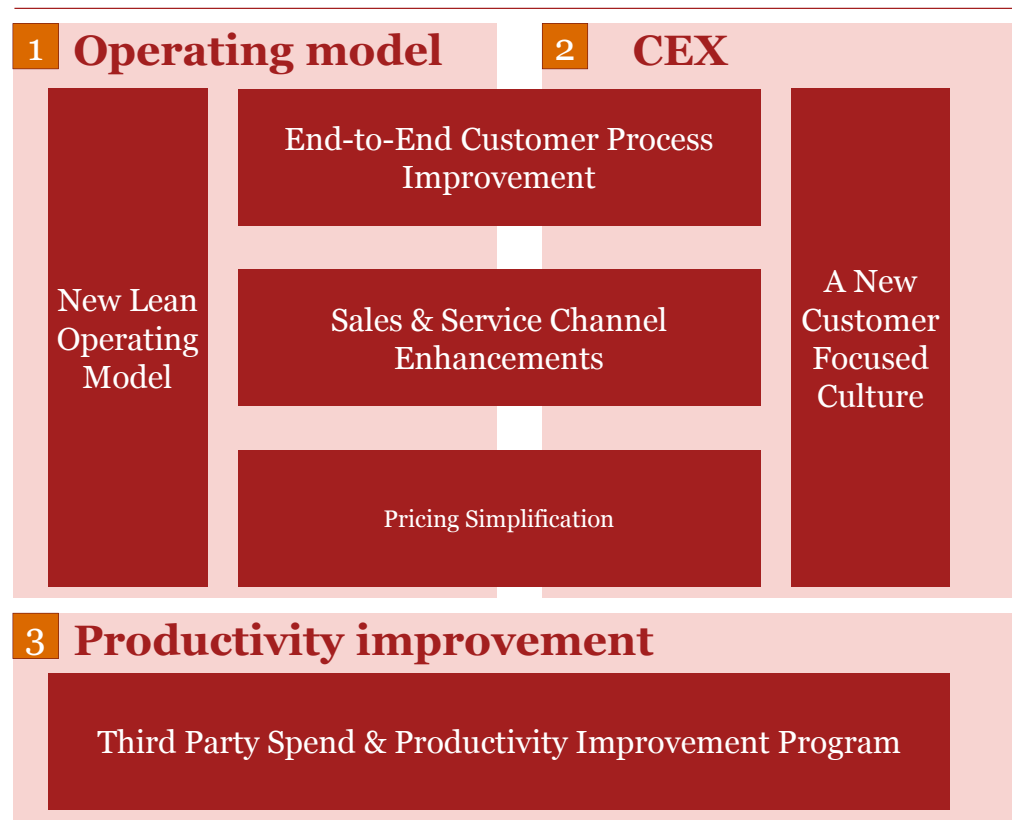
American telco company achieved nearly \$ 200 mio benefits through its Customer Excellence project



Investment required to realize gains:

- **CAPEX: ~USD 10 m.**
- **OPEX: ~USD 0.5 m**

Our telco client used Customer Excellence to achieve a Lean Customer Focused model



Example of results

- **13%** increase of mobile customer base
- **21%** decrease in customer call volume, saving **\$ 40 mio**
- **35%** on-line self-serve customers, **+70%** more transactions
- **\$ 600+ mio** productivity improvements
- **30%** less time-to-market
- **25,000** job roles changed