

Exceptional service through customer centricity

Efficient new **call-center system solves customer issues** more quickly

Industry: Telecommunications and entertainment

Location: North America

Technology and services

- Pega Center of Excellence
- Pega Platform (BPM)
- Pega Customer Decision Hub
- Pega Managed Services

Business need

- An efficient and client-centric experience that transitioned seamlessly across channels
- Existing practices did not deliver the premium level of customer service the company strives to achieve.
- Legacy service applications meant call-center service agents spent too much time pulling pieces of customer data from separate applications. To reduce the average call time, they would dispatch technician more frequently – even if it was not always necessary.
- Reduce the number of technician requests generated by the call-center agents

Solution

- Capgemini Digital Customer Experience NA practice (DCX) enhanced service capabilities by developing an embedded digital call-center application
- Leveraging Pega technology, the solution center allows service-center agents to access all customer data in one application so they have the tools to resolve issues
- The Next-Best Action program troubleshoots and guides service agents through customer issues using data and inputs in real-time
- Service agents have a 360-degree customer view so they can deliver the best customer experience

Results

- One-screen capabilities makes service agents more efficient, solves customer issues quicker, and cut average call times by 15%
- Reduction in the number of technicians and trucks sent for service calls
- Increased business profitability

