

CASE STUDY

Pointillist Helps a Telecom Company Understand and Improve Customer Self-Help

The Client

A leading telecom and media company offering telephone, internet, TV and video to millions of homes and businesses in North America.

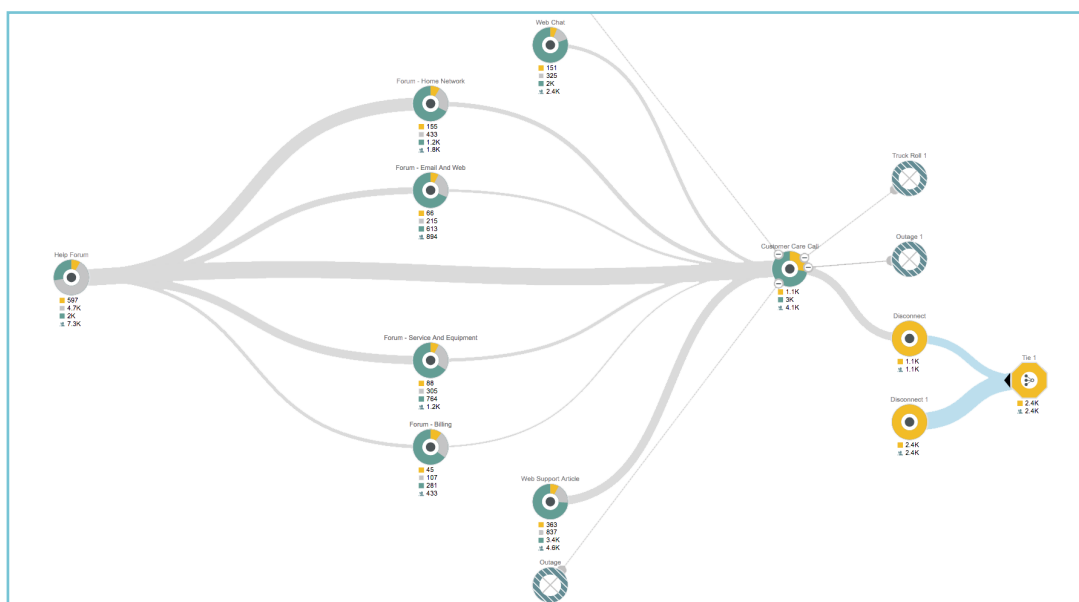
Business Goals

Improving customer experience is the number one business goal for this telco. They want every customer interaction to be simple and convenient for the customer. They identified improving online self-help mechanisms (Help Forum, Web Chat and Web Support Articles), by resolving issues more quickly and thereby reducing call volumes, as an important step for attaining their goal of improved customer experience. In this way, they hoped to increase net promoter scores (NPS), reduce customer churn and lower costs to serve.

Solution

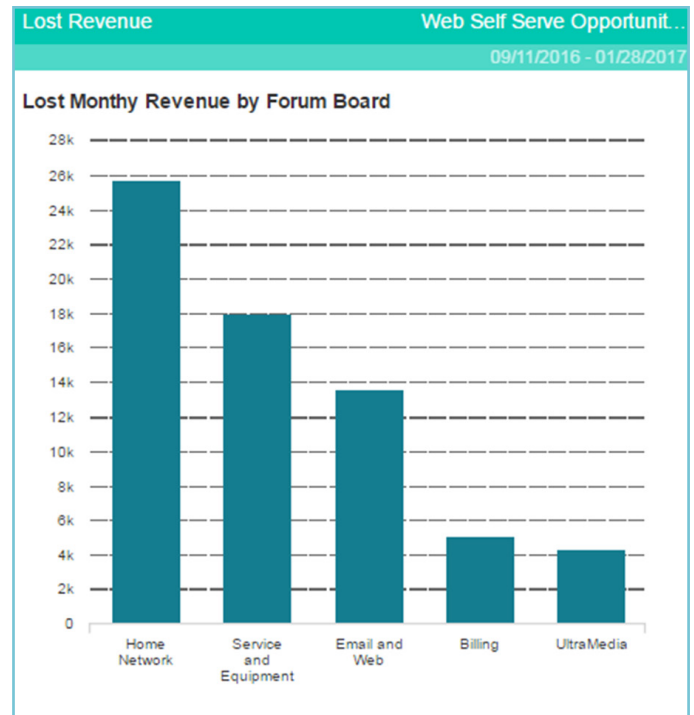
The setup of dataflow within Pointillist was achieved easily and quickly, allowing the customer experience group to start discovering customer journeys on their own without the help of the data science team.

Pointillist helped the telco discover the main self-help mechanisms leading to a customer care call by analyzing millions of individual interactions in real-time. After eliminating for technical issues like truck rolls and outages,



they discovered the paths that led from the three main channels of the Help Forum, Web Chat and Web Support Articles, to the customer care center. Within minutes, they identified the Help Forum as driving the highest volume of customers as well as having the highest rate of failure in resolving the issue.

Using Pointillist's machine learning algorithms, they analyzed customer behavior to identify the most frequent and predictive paths that customers took after participating in each of the self-help mechanisms. This was the key to unlocking the primary customer failure points and areas most in need of improvement within the Help Forum. Moreover, they were able to connect these failure points to customer churn and see how many customers went on to disconnect the service, as well as view the aggregated revenue loss associated with each failure point. With these views they were then able to prioritize their improvement initiatives.



The CX team was able to rapidly build custom metrics to identify the most commonly failing self-help threads out of hundreds of thousands within the Help Forum and further discover the most costly failure points. Using Pointillist, they were able to trigger relevant communications over each customer's preferred channel at the right moment.

Results

Pointillist helped them discover the effectiveness of self-help mechanisms in a matter of days. Using customer journey analytics, the telco was able to identify and prioritize the most critical improvement areas of online help, make the necessary changes and set up live dashboards to measure and monitor improvements over time.

This set this telecom provider on a path to reduce customer churn, improve customer experience and lower cost to serve, helping them retain their highest value (LTV) customers and gain market share from competition.

At Pointillist, we have a single obsession: enable brands to deliver the experiences necessary to attract and keep today's connected consumers. Pointillist's customer journey analytics platform reveals the critical paths customers take as they engage across channels and over time, and predicts what they will do next. Our software enables marketers and CX professionals to quickly discover the specific behaviors that impact business outcomes and drive actions through existing campaign and content management platforms to deliver immediate results.

GET STARTED NOW!

Ready to learn more? [Contact Pointillist to schedule a demo.](#)

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