

Decrease Care Costs While Improving the Self-Help Experience Using Journey Analytics

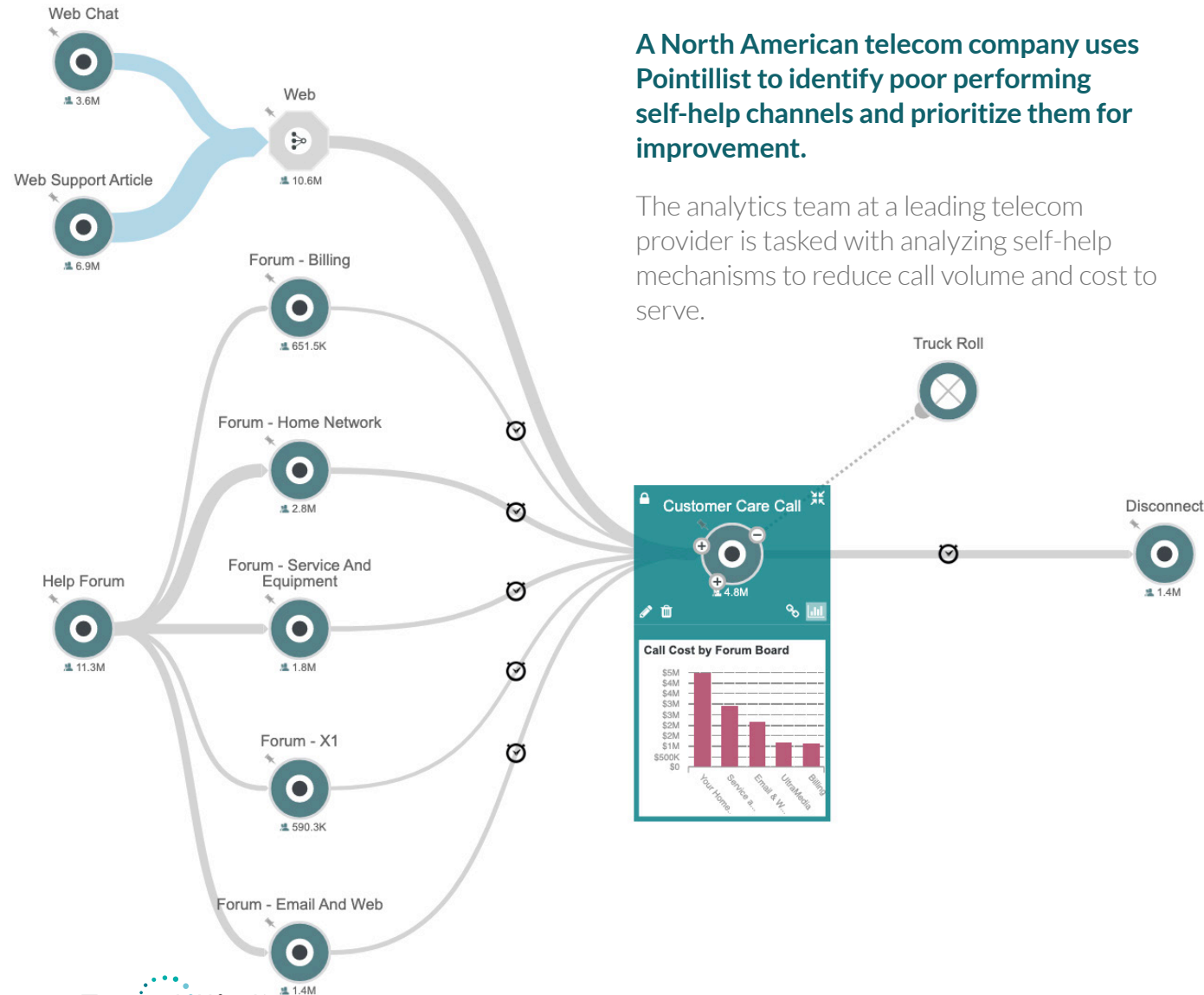
A North American telecom company uses Pointillist to identify poor performing self-help channels and prioritize them for improvement.

The analytics team at a leading telecom provider is tasked with analyzing self-help mechanisms to reduce call volume and cost to serve.

Using the Pointillist Customer Journey Analytics platform, the team quickly analyzes millions of individual customer care interactions across their three self-help channels. They assess journeys that start in either a help forum, web chat or a web support article and then go on to a customer care call, while eliminating calls resulting from technical issues that require a truck roll.

Within seconds, the team sees that the help forum is driving both the largest number and highest proportion of customers to call the care center. Based on that insight, they use Pointillist's machine learning capability to find the specific forum boards that are driving the most care calls.

As a last step, the analytics team calculates the care call cost by forum board, so they can prioritize areas for improvement and quantify the potential cost savings.





Discover and optimize your customers' journeys

Pointillist makes it easy for CX, marketing and analytics teams to rapidly uncover actionable customer insights to dramatically improve customer experience and impact the KPIs that matter most to your business.

- Quickly understand customer behavior across all touchpoints & channels over time
- Uncover and predict high-impact customer journeys
- Drive personalized, multi-channel customer experiences

Unlike other customer analytics solutions, Pointillist lets you connect the dots between customer interactions and business goals in seconds, rather than days or weeks. By using machine learning to reveal high-impact journeys and predict likely behavior, Pointillist is like having a personal data scientist that's always on call.

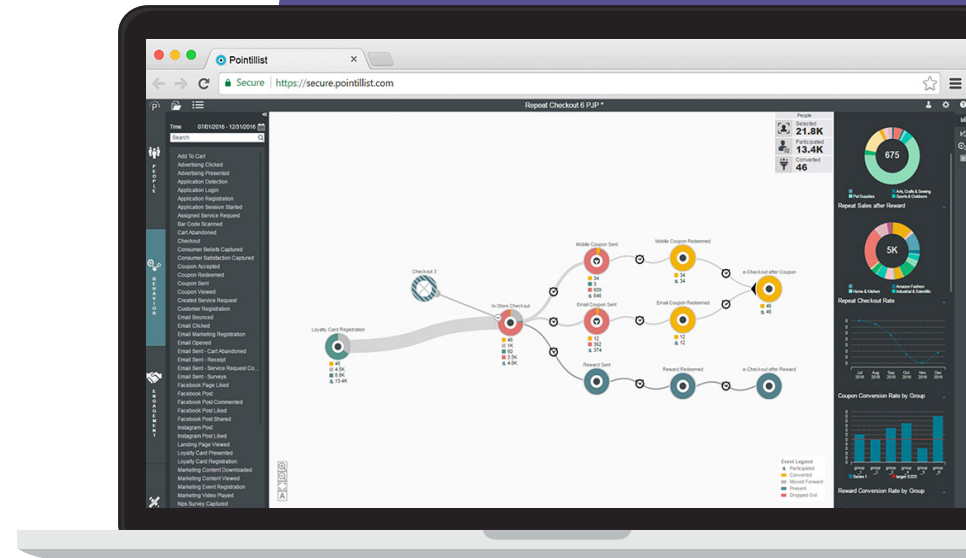
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