

● O₂ Case study

● How O₂ transformed a standard call centre call into a visual experience





About O2

O2 has over 25 million customers in the UK and is one part of the huge Telefónica global family. With a big presence in Spain and Latin America, Telefónica and its brands cover 25 countries in total. Other brands include Movistar, GiffGaff and Vivo (Brazil).

O2 is a powerful UK brand now recognised for far more than just mobile phones. From Priority, a digital loyalty scheme exclusively for O2's customers, to O2's sponsorship of the world's most successful entertainment venue, The O2, and even Think Big, O2's award winning sustainability programme, it's no longer just about phones.



The Challenge

O2's aim is to use technology to enhance customers' everyday lives and experiences, helping them to understand, access, enjoy and make the most out of all that technology has to offer. It's not just customer service that needs to change to embrace the digital world and the multichannel way of operating, but businesses as a whole.

O2's journey over the last 5/6 years has seen them shift from the more traditional voice contacts to a greater focus on digital and self-service, whilst continuing to give customers choice. But this isn't enough. O2 is operating in a continually changing world, and they need to transform to stay relevant for customers who have even greater expectations of them.

O2 has focused on identifying innovative ways to deliver exceptional service experiences that differentiate them from their competitors.

One area O2 has focused on is the retention process to ensure customer loyalty and opportunities for cross-sell are maximised. To do this, O2 needed to address some challenges in the customer journey that were inflating drop off rates, lengthening the customer

journey and causing confusion. These included the delivery of the compliance script that was lengthy and accounted for almost 40% of the call, as well as sufficiently explaining the product range options available to the customer.

The Solution

O2, in partnership with Capita, implemented Vizolution's vScreen solution that enabled them to transform a standard call centre call into a visual experience.

This was achieved by using technology accessed via a simple browser that enabled agents to show, share and sign documents whilst on the call with the customer.

Standard call centre calls were transformed in 2 main ways

1 Compliance information was shown on screen so agents didn't need to read a lengthy script. Customers could read the script and tick the box to acknowledge they had read and understood it.

2 Customers were shown a summary of their deal on the screen to help them understand and encourage completion. This also included upsell options such as insurance.



Agent asks customer to join a vScreen session.



Agent visually displays T&Cs, devices, features & benefits of the proposition.



Deal summary presented to customer with confirmation of tariff change.



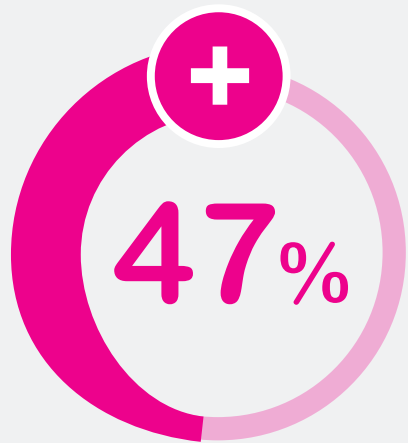
Agents presents compliance script visually. Customer signs electronically.



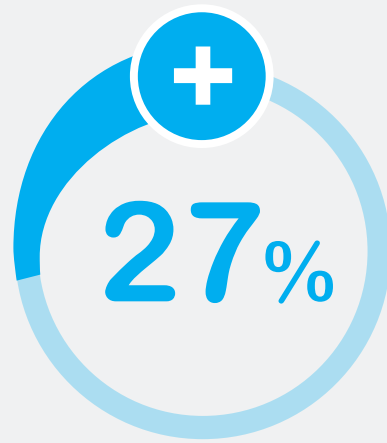
Agent presents customer with next steps and provides link to online shop.

○ Results

Phase 1 of the project aimed to transform the customer journey, improving the overall experience for customers. During this phase, the following successes were achieved:



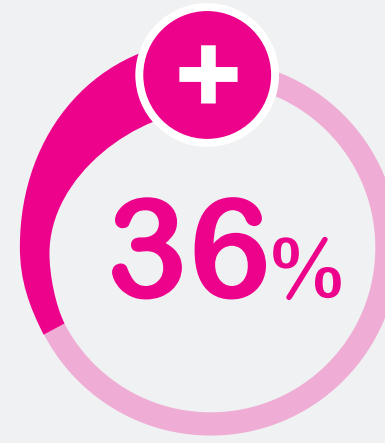
Compliance
47% improvement



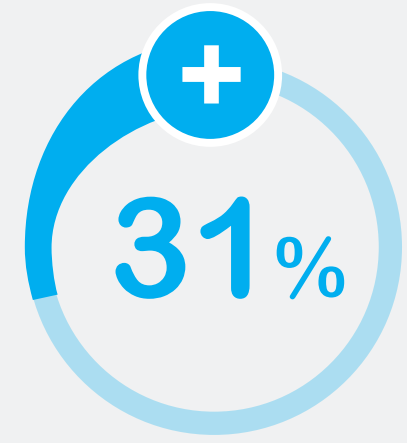
Customer satisfaction
27% improvement



Retention
20% improvement



Insurance sales
36% improvement



Drop off rate
31% reduction

The above results relate to phase 1 which covered a 4 month period. The project was rolled out and is now in phase 2 based on these results.



“I’ve been really **impressed** with the **collaborative** approach Vizolution have taken, in particular taking the time to really **understand** our requirements and our business. They then used this **insight** to shape the solution to support our shared objective to make the joining process even **easier** for customers”

Mark Gait

Head of Customer Service



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Vizolution provide SaaS solutions that streamline difficult customer journeys across branch, telephony and digital channels. Our solutions digitally enable agents and customers, and fix the pain points in customer journeys caused by paper-heavy processes, compliance requirements and complex products.

By doing this, we deliver significant value to our Enterprise customers across Financial Services, Telcos, Utilities and Government, increasing conversion rates by over 20%, halving transaction times and reducing costs, as well as delivering high customer satisfaction rates and improved compliance.