

for telecoms



# Deliver Superior Customer Experiences

Exponential growth in the ownership of mobile technology and the rapid evolution of the mobile device has created a challenging and dynamic Telecommunications Sector. Customers looking to exploit the migration of services from the desktop to the mobile phone are placing increasing demands on Mobile Network Operators. Furthermore, complex service and product combinations provide the consumer with enormous choice which encourages churn and undermines loyalty. To protect and grow market share Mobile Network Operators need to deliver exceptional customer experiences or face the prospect of disillusioned customers switching to the competition.

Callcredit Cosmos Interactive has a strong track record of helping Mobile Network Operators deliver superior customer service across all channels of communication. We've witnessed first-hand the impact of an increasingly complex trading environment and the demands made on the industry by fickle customers. However one thing remains constant: the indisputable link between customer service and customer loyalty and the value of that loyalty to the business. Drawing on this knowledge and experience, Callcredit Cosmos Interactive provides Mobile Network Operators with a fast-track to success.



## Telecommunication Opportunity

With Callcredit Cosmos Interactive, Mobile Network Operators can embrace the complete omni-channel opportunity and provide services across multiple channels. Armed with a deeper understanding of customers and their communication needs, providers are perfectly placed to deliver personalised experiences that make customers feel recognised and valued. These exceptional experiences provide the foundation for improved customer loyalty, brand advocacy and overall market share success in the new multi-channel world.

## Single Customer View

Callcredit Cosmos Interactive for Mobile Network Operators has been designed from the ground-up to provide a multichannel platform that enables consistent, engaging and informed experiences at every customer touch-point. Customer queries (including mobile phone advice, bill disputes and service queries) together with purchasing history, marketing preferences and social media interaction are combined to provide a complete customer relationship environment.

With a Single Customer View across all communication channels, Mobile Network Operators are able to provide:

-  Online and mobile customer self-service applications
-  Streamlined contact centre services that improve agent productivity
-  Consistent, up-to-date advice across all channels of communication
-  Targeted, personalised marketing promotions that appeal to individual customers
-  Greater customer satisfaction and convenience through the use of social media – the communication channel of choice for a large and growing number of consumers
-  Enriched customer records by automatically capturing demographic data from social media profiles

## Why organisations use Callcredit Cosmos Interactive

### Infrastructure Streamlining

Prolong Legacy Systems  
Replace Legacy Systems  
Hosted Environments  
Enterprise Service Bus

### Customer Experience

Reduce Churn  
Encourage Brand Advocacy  
Increase Customer Lifetime Value  
Channel Choice



### Compliance

Legislative Compliance  
Service Level Adherence  
Risk Reduction  
Process Change

### Reduce Operating Costs

Reduce Head Count  
Automation  
Streamline Processes  
Resource Optimisation

## Loyal Satisfied Customers

Our solutions make customers feel special. We make it possible for organisations to deliver personal service at any scale, creating the sense in customers that they are known, understood and valued. The experience is the same across all the channels of communication they use and stage of the journey they are on – across everything from initial marketing engagement that is timely and relevant to concluding stages such as on-time deliveries. Customers served within Callcredit Cosmos Interactive environments respond extremely positively feeling that:

- Irrespective of the way I make contact they know who I am and what I want
- The people I speak to can deal with everything first time, no need to call back
- The marketing I receive is so much more interesting and relevant to me

## Callcredit Cosmos Interactive solutions



Email



Social Media



Voice



Call Log



Web Chat



White Mail

Callcredit Cosmos Interactive

## About Intuate Group and Callcredit Cosmos Interactive

For over a decade Callcredit Cosmos Interactive has helped organisations to deliver exceptional customer experiences. Our solutions have been designed from the ground up to address the challenges of a omni-channel world where increasing complexity can all too easily be a barrier to great customer service.

By streamlining customer journeys, automating labour intensive processes and empowering employees to deliver great service, our customers:

- Improve Contact Centre efficiency and reduce operational costs
- Improve the customer experiences at every touch point
- Increase customer loyalty and create enthusiastic advocates for their brand
- Exceed requirements for statutory compliance
- Reduce risk and dependency on legacy systems
- Create competitive advantage and brand leadership
- Increase revenues and customer lifetime value