



Samsung: Partnering to Create an Intelligent and Efficient Customer Service Operation

Case Study



A global information technology leader and CX innovator

Samsung Electronics Benelux is a distributor of consumer electronic products who is redefining the worlds of TVs, smartphones, wearable devices, tablets, digital appliances, network systems, memory, system LSI, foundry and LED solutions.

In 2014, Samsung realized they needed to transform their customer service operations to make it easier for consumers to access support, and for agents to provide it. So, Samsung started looking for a company that would work seamlessly with their technology partners, provide industry-leading expertise in managing customer interactions, and would be able to match their rate of innovation.

"We were looking for a company that truly understood where we wanted to go, was willing to invest with us, take a risk with us, grow with us."

— Daan van der Mijden, Senior Director, Customer Service

"At the core of our DNA is a relentless customer-centric approach."

— Samsung.com

Combining human expertise with AI technology

Having established a partnership fueled by innovation, the Samsung and TP team never stops looking for ways to improve customer experiences and operational efficiencies.

So, when they needed to provide round-the-clock customer support, including overnight when live agents aren't available, the team turned to intelligent automation.

TP created a team of conversational designers who worked with Samsung and the technology partner to build out the system. This team designed a persona for a chatbot named "Sam," and trained it to answer the widest range of customer questions.

SAM THE CHATBOT:

- Makes service available 24/7
- Helps customers get automated answers to easy questions
- Empowers customers to move from waiting on the voice channel to messaging for faster, easier service
- Ensures that agents receive interactions requiring human expertise with the contextual information from the customer's chat with the bot

"Sometimes, TP will come with new initiatives, sometimes Samsung will. We are always moving forward."

— Daan van der Mijden

Sam, the Samsung chatbot, currently resolves 16% of the interactions on digital channels without any agent assistance.

The chatbot also makes agents more productive, allowing them to help multiple customers simultaneously and freeing them to spend time on complex problems instead of very easy answers. This saves time, money, and energy.

The next step was applying all the data Samsung had from all its interactions and applying it to an artificial intelligence (AI) machine learning algorithm. This allows the AI system to follow interactions in real time and, at exactly the right time, provide the agent with a solution for the consumer.

The Samsung team believes that AI plays an important role, not just now, but in the future of customer service; that it adds to the brand and gives Samsung Benelux an advantage in an untraditional customer care world.

"When I look at the potential of AI and machine learning it's all about prediction. This is hugely important for customer service and customer care. Why? Because we can make it easier for agents to help our consumers and therefore the customer experience of our consumers will be significantly better."

— Daan van der Mijden



Speech analytics and AI deliver fast ROI

Samsung understood that voice and big data could fuel the AI engine and constantly improve how they did customer service. Its ability to improve the customer experience and Net Promoter Score (NPS) was clear. But they also wanted to know how quickly it would deliver a business ROI.

TP created a speech analytics analysis team that looked at just one month of data and realized that by reducing the silent time in interactions, Samsung could quickly achieve an ROI that would pay for the entire system.

Together AI and speech analytics give agents more knowledge so they can provide the right answers to customers without any silent time.

“Speech analytics delivers more than what we imagined. The whole operations management of the floor can change. You don’t need supervisors to listen to calls. You can just use the system, build a dashboard on it because what the system analyzes gives you much more information on the quality of the agent and the conversations, and it can, in fact, start predicting the customer experience as well.”

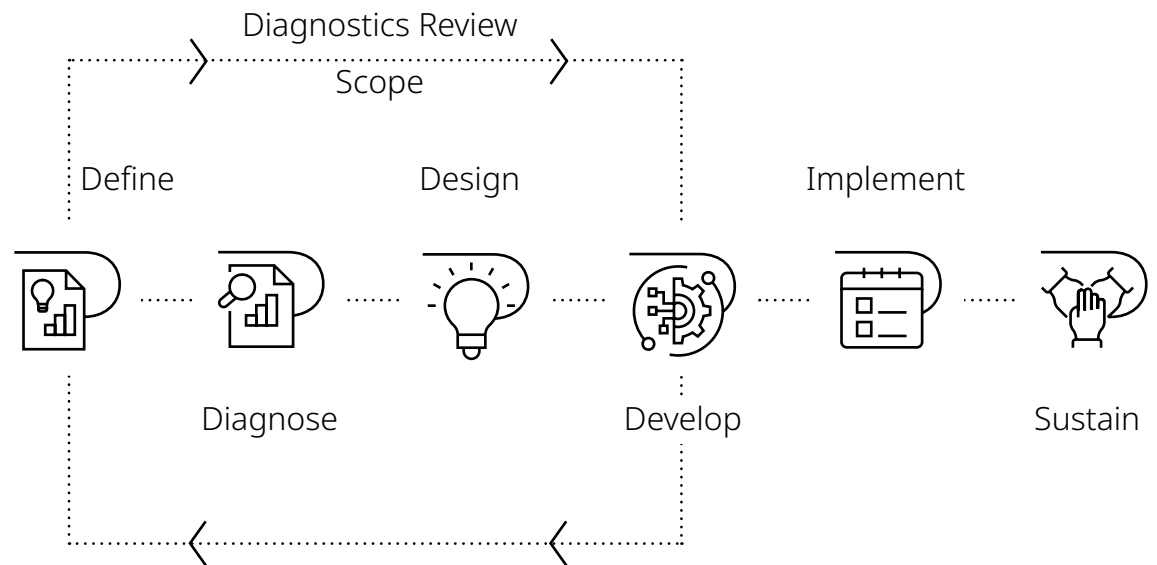
— Daan van der Mijden

How did samsung identify key business opportunities?

With an advanced methodology for customizing business transformation planning, Samsung was able to diagnose and implement improvements to key business operations.

Based on proven Lean Six Sigma methodologies, the TP T.A.P.™ framework is designed to identify transformation opportunities quickly and adapt to new environments.

T.A.P.™ applies a comprehensive Design Thinking approach, deep industry and functional domain expertise, and advanced technologies such as RPA, AI, and Advanced Analytics, with proven process efficiency models.



Meeting pandemic demand with a work-at-home solution

When COVID hit and the demand for customer service increased, TP already had the work-at-home infrastructure in place to allow Samsung to continue its customer service operations. In just six weeks' time, more than half of the customer service staff successfully moved to a work-at-home environment while maintaining productivity and KPIs.

"They had the technology in place. They knew how to manage it, so all they needed to do was scale up. This worked really well for us."

— Daan van der Mijden

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A partnership that's always evolving

The secret behind the successful Samsung and TP partnership is continuous innovation. It's a journey taken together with investment from both partners, and has yielded remarkable results, including:

54%

INCREASE IN NPS

20%

HIGHER VOLUME
HANDLED

50%

DECREASE IN
ATTRITION

30%

REDUCTION
IN COST PER
CONTACT

"The relationship between Samsung and TP is all about innovation. It's about never standing still and always looking at what's next. What's the next best thing we can do. And this will continue constantly, finding new ways to build the best possible customer experience."

— Daan van der Mijden

