



Attracting, converting and retaining video streaming customers

E-book



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Client profile

Launched in late 2020, SALTO is the first video platform “made in France”, created exclusively for the French market.

Industry

Video streaming platform

Operational overview

SALTO is a French subscription-based streaming platform which brings together both new and enduring video content for the French market (French and foreign made), a wide variety of formats (movies, TV shows, documentaries, etc.) and an enriched experience including previews and full-length programs. Created in 2020, SALTO was a joint initiative between three French groups: TF1, M6 and France Tl to consolidate a broad range of content, highlighting the creation of French programming.



TP supports the growth and development of SALTO

On October 20, 2020, a new French entertainment platform named SALTO was born. SALTO's primary challenge: to make itself known to the general public and attract subscribers through its programming and the experience it offers them, in order to retain them. To accompany its development and respond to these challenges, SALTO decided partner with a company specializing in Customer Experience (CX).

Since its launch, SALTO engaged TP. The objective of this partnership was to set up a multichannel customer service platform, an online help center, and establish a means for CX analysis and continuous improvement. As a new brand, SALTO relies on its partner to collaborate in the development of customer experience and subscriber retention strategies.

"I had the opportunity to work with many of the authorities on customer relationship management during my previous professional experiences. You can't be more of an expert than the experts themselves; they have real expertise and long experience. This is why we are very content to share this mission."

- David Alonso, Customer Experience Manager at SALTO.



Client needs:



Respond to inquiries from prospects and customers across most channels and relevant schedules



Provide a quality response, ideally immediately, for each request



Contribute to the transformation of prospects into customers throughout the conversion funnel



Support subscription up-sell efforts with customers



Help improve the quality of the SALTO service, especially by reporting any anomalies



Solution delivered



Customer service with an omnichannel organization, supported by technological solutions and versatile customer advisors



A Speech Analytics solution coupled with Lean Six Sigma process efficiencies



More personalized self-service capabilities supported by the SALTO customer advisors



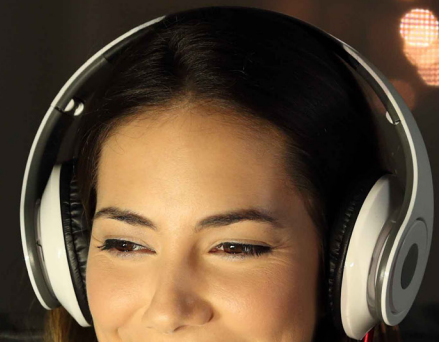
End-to-end support, without interruption, thanks to versatile customer advisors and the quality loop achieved on escalations



A Lean Six Sigma organization at all levels, leveraging voice client



Management of social networks in close collaboration with the SALTO Community Manager



Results and benefits

The ability to entrust almost all of SALTO's multichannel customer service model, with confidence

The agility to adapt to the changing needs of a growing and developing business

Tailor-made support at all stages of customer service delivery

A methodology for CX analysis and continuous improvement

Creation of an online help center based on ongoing input from advisors

Achievement of both qualitative and quantitative objectives

The ability to increase the skills of the teams to establish Level 2 support



Goals achieved

SALTO had established ambitious KPI targets. Whether for phone answer rates or response times on chat, email, or on social networks, all goals have been achieved, even surpassed – especially with regard to e-mail.

“As for quality, we follow the satisfaction rate and the rate of ‘one and done’. In November, for example, we received an 86% satisfaction rate. For ‘one and done’, we can thank the dashboard we set up. We are extremely satisfied with the performance of the team - motivated and involved – which responds and solves problems,” says David Alonso.



A dedicated and trustworthy partner

For SALTO, the number one priority in choosing a CX partner was flexibility.

"We needed a partner able to adapt to the volumes, types of contacts, time processing, and response times. I have been impressed by the quality of support provided by Teleperformance and the adaptability it has demonstrated, in particular to act very quickly. I knew that if we had to manage variations in volumes, they were able to respond seriously and we could trust them", explains David Alonso.

What SALTO also expects from its partner: to offer the best service by having a quick and relevant response to each user request, even during extended hours (Monday through Saturday from 10 a.m. to 10 p.m.).



Collaboration from A to Z

To achieve the intended goals, SALTO and TP established an omnichannel customer service platform, an online help center, and a mechanism for CX analysis and continuous improvement.

"TP offered us a solution - team and tools - that fully met our needs. We worked in collaborative mode from the start of the project, with a consultant in charge of steering. Together, and over time, given our young business, we have developed the discourse, the processes, the help center, all the technical elements (telephony, e-mail, social networks and chat), etc. Even though we have everything planned, we are confronted with reality. So we adjust and optimize as we go", says David Alonso.

TP HAS SHOWN ITSELF TO BE PROACTIVE, BRINGING ITS BUSINESS EXPERTISE.

Since the launch, a multichannel customer service platform integrating telephone, e-mail, social networks, and chat has been implemented. SALTO has also benefited from support in deploying customer interaction management tools. The strategy was chosen based on the needs and processes of the streaming platform business.

The TP teams are also responsible for the moderation of comments on social networks, in support of the Community Manager of SALTO, as well as on the online help center. The latter has been enriched on a daily basis thanks to feedback from the customer advisers.

“We work in constant dialogue with the supervisors and advisors who send us questions via tickets”, adds Alonso.

The next stage of the partnership between SALTO and TP involves making adjustments based on activity and demand, and setting up the Level 2 support for resolving technical problems.

