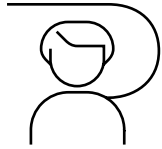# Unlocking data-driven insights with AI for a global leader in consumer electronics

Case Study

CLIENT PROFILE

A global leader in technology, opening new possibilities for people everywhere. Through relentless innovation and discovery, it transforms the worlds of television, smartphones, wearable devices, tablets, digital appliances, network systems, medical devices, semiconductors, and LED solutions. Also leading in the Internet of Things (IoT) space through its Smart Home and Digital Health initiatives, among others. Established more than 50 years ago, it has since grown into one of the world's leading technology companies, recognized as one of the top 10 global brands.

This case study focuses on the operation, which serves as a regional hub for the conglomerate's range of consumer electronic products.
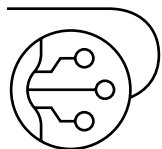
INDUSTRY

Consumer Electronics
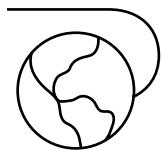
FOOTPRINT

Operates through a network of distributors, retailers, and online platforms to reach customers in Belgium, the Netherlands, and Luxembourg.

OPERATIONAL OVERVIEW

To enhance the customer experience, the client needed to take an innovative approach. The goal was to optimize resources, improve resolution rates, boost customer loyalty, and reduce operational costs.

With almost a decade of innovation-driven partnership with TP, both organizations worked jointly to empower their experts using advanced analytics, with artificial intelligence (AI) and machine learning (ML) at its core, which helped gather actionable insights to achieve operational excellence.

SUPPORT SERVICES
Customer Care, Technical Support, Sales, Back Office

LANGUAGE
Dutch , French and Belgium

CHANNELS
Voice, Messaging, Social Media, Chat

LOCATIONS
Netherlands, Suriname

ADVANCED CAPABILITIES
Interaction Analytics, AI, Microlearning, Gamification, Data Analytics, Conversational AI

Business challenges

This global leader in consumer electronics is committed to delivering effortless, digital-first experiences for their customers. So, they needed to get closer to changing needs and preferences to ensure they are providing the right experience at the right time.

Having multiple data sources — customer interactions and information stored in various systems and formats — was causing delays when experts engaged with customers or when analyzing them to promote expert coaching. Further, operating under certain methodologies, including manual transactional monitoring with a minimal 1% sample size, resulted in limited insights, leading to operational inefficiencies, heightened risk of customer escalations, and gaps in experts' knowledge that impacted the customer experience (CX). These issues called for the following measures:

- **Gather data from multiple systems** and formats to enable the analysis of a vast amount of data in real time, providing immediate feedback and a more accurate representation of customer interactions for a proper assessment of employee and customer behavior.

- **Interpret broader behavioral trends** to identify opportunities for improving quality, consistency, and efficiency.

- **Apply advanced AI tools** to streamline processes, eliminate friction, and elevate employee performance.

Solution delivered

Improving employee performance and operational efficiency and fostering customer loyalty meant using advanced analytics tools that analyze data across touchpoints to obtain actionable insights based on patterns.

In partnership with TP, client established two workstreams to:

1. DRIVE OPERATIONAL EFFICIENCIES

2. ELEVATE CUSTOMER AND EMPLOYEE EXPERIENCES

This multi-channel interaction analytics solution leverages AI and ML to analyze structured and unstructured data in every customer interaction across touchpoints and assess employee and client behavior while optimizing performance and quality processes throughout the business.

It delivers real-time insights into the customer experience so top management can drive strategy and granular intelligence to provide real-time feedback to experts and supervisors, revealing the root cause of every problem and success.

This intelligent analytics tool has further evolved with TP's AI capabilities, incorporating sentiment analytics and recommendation engines for actionable insights.

USING AI TO ESTABLISH AN INTELLIGENT AND EFFICIENT OPERATION

By deriving actionable insights from the combined data sets, the team was able to identify key improvement opportunities:
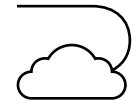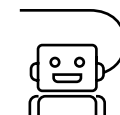
CX ENHANCEMENT AND PROCESS OPTIMIZATION

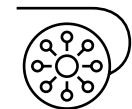DATA SECURITY: PCI AND SENSITIVE DATA REDACTION FROM AUDIO

AUTOMATED SCORING AND REAL-TIME MONITORING FOR 100% OF INTERACTIONS

CLOUD-BASED SETUP FOR FAST AND COST-EFFECTIVE DEPLOYMENT

SELF-GUIDED LEARNING AND PERSONALIZED TRAINING MODULES

ENHANCED WORKFORCE PRODUCTIVITY

Driving operational efficiencies

AUTOMATING TRANSACTIONAL MONITORING signaled the shift from Quality Analysts to Business Analysts, adding more value to the business. By automating the process, the client reduced manual QA work by 90% while increasing the sample size to 100%. This change has enabled better identification of experts' behavior to enhance CX.

MODERNIZING MANAGEMENT PROCESSES includes implementing a zero-risk policy, allowing the detection and prevention of customer escalations, such as threats of legal action. This proactive approach involves directing potential escalations to specialized teams to ensure correct processes are followed, thus averting negative brand impact. The cost-saving aspect of this strategy revolves around preventing additional expenses resulting from poor customer handling. Swiftly resolving issues improves the customer journey, thereby reducing churn. And by preventing escalations, overall customer satisfaction is enhanced.

Critical insights also support marketing efforts, with data gathered from valuable feedback loops facilitating the improvement of marketing campaigns and strengthening customer communication and relationships.

IDENTIFYING AND ADDRESSING SILENT TIME per contact driver within the contact center was made possible. High silent time negatively impacts CX and indicates a knowledge gap among experts. Using this data, this global leader was able to initiate targeted training processes to reduce these gaps and enhance experts' performance.

Customer and employee experience

INNOVATING THE EMPLOYEE EXPERIENCE meant leveraging coaching insights and microlearning content to efficiently deliver new-hire training and continuous education, reduce supervisor and expert efforts to improve quality and drive efficiency, and measure training effectiveness to identify inefficiencies and close knowledge gaps. This approach emphasizes the significance of continuously improving skills to enhance customer service quality.

TRANSFORMING PERFORMANCE MANAGEMENT through AI and ML capabilities allowed this global leader to extract sharp, accurate, and actionable insights from up to 100% of customer interaction data, establishing an intelligent and efficient customer engagement operation. Further, with informed decisions derived from an improved automation process for the experts, quality monitoring was optimized, resulting in a better, more personalized CX.

This AI-powered performance experience platform came to life, creating a more engaged, productive, and satisfied workforce:

VOICE OF THE EMPLOYEE
Improve experts' performance, engagement, growth, and well-being by encouraging direct reflection and feedback. Leverage experts' sentiments to trigger coaching, learning, and performance challenges in response to each expert's unique needs.

PERFORMANCE
Enable experts to own their performance. Provide clarity on goals with instant feedback on progress. Recognize achievements and offer learning and support to drive continuous improvement.
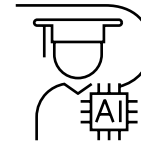
MICROLEARNING
Guide experts with the knowledge and skills they need to succeed. Deliver microlearning within the workflow to improve knowledge retention and address individual knowledge and performance gaps.

COACHING
Empower supervisors to spend more time supporting their teams and less time digging through data with AI-powered coaching that delivers personalized performance insights, guided actions, and continuous feedback..

GAMIFICATION
Promote personal progress, connectedness, empowerment, and appreciation to inspire and retain experts with gamification, recognition, rewards, and automated feedback.

A balanced high-tech and high-touch approach

Innovative partnerships and intelligent integrations empower employees to deliver exceptional experiences that create satisfied customers and successful clients. By combining high-tech solutions and high-touch, human empathy, TP is better positioned to yield outstanding results that clients expect. Significant results were achieved through AI and gamification, allowing TP to lead the way in adapting to complex digital interactions and the evolving expectations of employees, particularly in learning and development.

TP makes use of a cloud-based performance management and employee engagement platform that capitalizes on actionable KPIs, deep gamification, personalized microlearning, collaboration tools, and augmented coaching to improve productivity and drive tangible business results.

Real Results

| QUALITY ASSURANCE | EMPLOYEE PERFORMANCE | CUSTOMER EXPERIENCE |

QUALITY ASSURANCE

90[%]

90%

REDUCTION IN MANUAL QA WORK WHILE INCREASING THE SAMPLE SIZE TO 100%

EMPLOYEE PERFORMANCE

70%

DECREASE IN ADMINISTRATIVE WORK FOR SUPERVISORS REDUCING 4.2 HOURS TO JUST 1.2 HOURS

50%

REDUCTION IN TRAINING TIME FOR NEW HIRES, CUTTING THE TIMELINE FROM TWO WEEKS TO JUST ONE WEEK

70%

IMPROVEMENT IN TIME SPENT ON CONTINUOUS LEARNING, SAVING EXPERTS 5-6 HOURS PER MONTH

CUSTOMER EXPERIENCE

7.5%

IMPROVEMENT IN FIRST CALL RESOLUTION (FCR) FOR DIGITAL CHANNELS

2.3%

IMPROVEMENT IN FIRST CALL RESOLUTION (FCR) FOR VOICE CHANNELS

25%

INCREASE IN OVERALL C-SAT

THIS GLOBAL BRAND WAS ALSO ABLE TO COLLECT CUSTOMER FEEDBACK ON FLAGSHIP PRODUCTS THAT AIDED IN UNDERSTANDING CUSTOMER SENTIMENTS AND PREFERENCES.

The way forward

A leader in tech innovation, that constantly innovates and seeks ways to maximize value for its customers. While its next-generation products fulfill its promise of helping people lead happier, richer lives, remains committed to earning — and keeping — the deep trust and loyalty of its customers.

With TP as its trusted partner since 2015, this global leader remains on the cutting edge of customer and employee experience. Leveraging TP's digital-first, data-driven, and AI-fueled solutions and expertise, can adapt and respond to the needs of its stakeholders while ensuring process efficiencies, optimized resources, and improved outcomes.