

LIVEPERSON ENTERPRISE FOR TELECOMMUNICATIONS

Background

An explosion of providers has entered the telecommunications market, giving consumers an unprecedented level of choice. In just a few years, the lines between providers have blurred -- with phone, cable, mobile and Internet providers offering a dazzling array of services bundled and priced to attract customer attention. As a result, consumers are as likely to purchase high-speed Internet access from their local cable company as they are premium TV from a traditional phone-service carrier. Increasingly, consumers are apt to buy all of these services from a single provider, as long as the bundles are competitively priced.

While friends and family are critical influencers, consumers continually rely on the Web as the primary source to research and sign-up for a wide range of services. The Web also serves as the frontline for customer care, as subscribers prefer to visit their provider's website to resolve problems over placing a call or sending an email to a contact center. As consumers flock to the Web, telecommunications providers must follow, offering sophisticated tools that enhance the online experience and enable customers to find the answers they need. Failing to deliver answers on the Web quickly and easily can lead to customer frustration and, ultimately, attrition.

At the same time, the steady stream of customer visits to a website should certainly be viewed as a strategic asset, offering a vital source of upsell and cross-sell opportunities if managed correctly. For instance, consumers who purchase cable television services from a provider may be excellent candidates for that provider's high-speed Internet access.

Without a doubt, providing superior customer care to current customers enables telecommunications companies to reduce customer churn and attract new ones without pillaging their bottom lines.

For these reasons, LivePerson has introduced LivePerson Enterprise for Telecommunications, a third-generation engagement solution developed to enable providers to take control of their websites by applying best practices for visitor segmentation, targeting, selling and customer service.

LivePerson Enterprise for Telecommunications

Built on LivePerson's Engagement Marketing platform and methodology, LivePerson Enterprise for Telecommunications enables providers to target the right visitor with the right message at the right time in order to affect a desired outcome.

This comprehensive third-generation engagement solution blends a proven value-based methodology with an active rules-based engagement engine and deep domain expertise to advance online sales and service initiatives and deliver incremental contribution to the bottom line.

Increase online conversions. LivePerson Enterprise monitors specific events such as click-through paths, time on a page, previous visits and current account subscriptions -- clues that indicate a visitor's propensity to purchase -- and applies business rules to trigger proactive invitations to these pre-qualified leads. These live chat or voice engagements enable telecommunications providers to proactively probe visitors for their interests and answer questions in real time, dramatically increasing online conversions.

LivePerson also provides a complete set of tools to manage the customer experience and increase the likelihood of net new online conversions. At any point during the visitor's session, online agents may offer hands-on assistance. Using LivePerson's page-push and co-browse technology, agents guide visitors through pertinent areas of the site that describe new bundles and products of interest.

Using these tools, LivePerson customers enjoy significantly higher conversion rates. In fact, in optimal deployments, LivePerson consistently delivers a 20 percent increase in orders and revenue from the Web channel.

Upsell and cross-sell loyal customers. A user-friendly rules engine enables providers to identify and target visitors who represent significant upsell and cross-sell opportunities. For instance, cellular phone customers can be targeted to upgrade their current plan, or add Internet access and free calling for family members. Likewise, by integrating the provider's CRM system and the data gleaned by LivePerson Enterprise, LivePerson can identify customers of one line of business and invite them to interact with a service specialist of another, who can upsell additional services.

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Reduce churn with proactive service engagements.

LivePerson Enterprise enables telecommunications companies to enhance the self-help tools on their sites, leading to significantly increased customer satisfaction and a lower rate of churn.

Using business rules, providers can proactively target customers who search on common issues, such as password change, and invite them to chat or speak with a service representative who can help them resolve the issue immediately.

Reduce service costs while increasing first contact resolution.

Shifting service requests from telephone to highly cost-effective online channels increases the number of agent interactions per labor hour by more than 20 percent, significantly reducing the average cost per interaction. Savings stem from concurrency: chat agents can handle three to four concurrent chats using LivePerson, versus one per phone call, greatly boosting their efficiency rates. Further, the individualized attention of chat enables first contact resolution, unlike email, which delivers only a 40 percent first contact resolution rate, with the majority of issues requiring up to three separate correspondences.

Website optimization with real-time monitoring and reporting.

Gain valuable insight into online customer acquisition initiatives with detailed reporting on conversion rates, abandonment points, entry pages, navigation paths, rules effectiveness and campaign performance. Using this intelligence, telecommunications providers can refine marketing initiatives and optimize subscription processes.

Foster long-term customer loyalty and satisfaction.

LivePerson Enterprise for Telecommunications promotes customer-centricity, a critical driver of acquisition, satisfaction and retention in today's competitive environment. LivePerson's ability to deliver online personalized assistance to the right visitor at the right time ensures customer satisfaction and cements loyalty. In fact, telecommunications providers that have implemented LivePerson Enterprise have realized customer satisfaction rates of greater than 80 percent.

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At EarthLink, 15% of visitors who interact via chat convert to a sale and 80% of consumers rate their chat experience as "good" or "excellent."

