

How a Telecom company setup a successful command centre and changed customer perception!

Covering Note: Reliance Communications, a leading telecom company back in its days. The company was the one that broke the price monopoly. Coming from a financially strong stable, RCOM was touted as one the most flourishing businesses. Many competitors had to slash their rates in order for them to be stable in the market. RCom stayed at the top of the roost for a fairly good time.

Problem Statement: Although the brand stayed at the top of the roost, users started complaining about random balance deductions and network issues. This slowly started spiralling to an extent where the in-house team could not manage the increase in conversations and complaints.

Execution: The first discussion between the brand and Cerebrate was to setup a Command Centre at the DAKC office of RCOM. With conversations pouring in everyday, the transition from in-house to Cerebrate had to be smooth. With an ORM tool that helped us track the conversations seamlessly, setting up the command centre, training the customer service team on the co-ordination between Cerebrate and them was done smoothly.

The team effectively tracked more than 1 lakh conversations monthly in 16 hours x 7 days shift-based process across all online platforms. Platforms like Twitter, Twitter Seva by DoT, Facebook, News sites, Mobile app on Windows, iOS and android were tracked to name a few. The ORM tool was deployed to discover, tag and exchange conversations about RCOM.

All the conversations were scanned using human intelligence for relevancy, product type, content type, action required, influence, user demographics etc., hence extracting business intelligence from the social conversations. A TAT based process was defined for providing quick resolution to the online consumers. Knowledge portal and the CRM used by RCOM's call centre team was used by the ORM team to provide first time resolution.

Results: A social media command centre setup at DAKC was a complete win. Quick resolution was provided to every online customer. 40% actionable conversations were resolved by the ORM team using the knowledge portal and CRM without escalating them to the back office. Customers trust and loyalty was built, as rants decreased from 45% to 8%. Customers started using direct messages (DM) to reach out to the brand, hence, restricting the use of Twitter and Facebook to mostly marketing activities. Reduction in the cost of back office as ORM team could provide the resolutions. Daily dashboard to provide visibility to the top management including the Chairman.