

# How Globe Telecom Transformed Customer Support With Omnichannel Integration

Globe Telecom is a leading telecommunications service provider based out of the Philippines. Founded in 1935 and with over a million customers, Globe Telecom provides wireless & fixed communication services - postpaid plans, mobile data plans, broadband services and more. During 2021, Globe Telecom made a revenue of PHP 151.51 billion.



## CHALLENGE

Being a large telecommunications provider brand with a massive customer base, Globe Telecom provided support over various channels like Email, Facebook, Twitter, Viber and Chatbot.

While the approach was focused on catering to customers across diverse channels, the increasing user base led to several issues, stressing the support team.

- **Increased Ticket Volume:** Multiple support channels gradually increased the ticket volume, making it challenging for the agents to monitor & respond.
- **Delayed Response Times:** The overwhelming ticket volume affected the response times leading to poor CSAT scores and customer dissatisfaction.
- **Complexity & Cost:** Enabling agents to work on multiple platforms not only increased operational complexity but also increased the training costs and duration.

Globe Telecom had multiple support teams with over 1400 agents taking care of different processes.

## APPROACH

In order to address the challenges faced and transform their support & CX, Globe Telecom partnered with Simplify360, a leading AI-powered support & CX platform.

The primary objective that Globe Telecom had was to streamline its support operations and improve customer service metrics and satisfaction. With Simplify360, Globe Telecom took various measures & approaches to transform their support.



• **One Platform for All Support Channels**

Globe Telecom integrated all its support channels into one place using Simplify360's omnichannel platform - Emails, Facebook, Twitter, Chatbot and Viber.

This enabled agents to monitor and respond to tickets from one place without having to switch platforms and paved the way for seamless interactions with customers across various touchpoints.



• **Workforce Management**

Globe Telecom used Simplify360's workforce management platform to accurately predict staff requirements in the future, thereby optimizing the account cost.

• **24x7 Support**

Globe Telecom integrated its existing chatbot with Simplify360's AI-powered bots on Messenger and provided 24x7 support. This resulted in a massive number of simple queries being handled by the bots while only the complex queries were routed to agents thus saving time and cost.

• **NPS Surveys**

Being a customer-centric business, Globe Telecom constantly wanted to know how their customers feel about them. With Simplify360, Globe Telecom sent NPS surveys to understand customer feedback and figure out what could be improved.

**RESULTS**

The partnership between Globe Telecom and Simplify360 resulted in significant positive outcomes for the business. By bringing all their support channels together, deploying intelligent bots and optimizing their workforce, Globe Telecom was able to achieve quicker resolution times, handle a large volume of tickets, cost savings on resources and better CSAT scores while delivering an omnichannel customer experience.



Globe Telecom's partnership with Simplify360 enabled them to address their challenges, transform their support & CX game and emerge as a leading provider of top-notch customer service in the telecommunications industry.

