

customer care solutions

from Nuance



case study :: Telefónica España

the company

Movistar of Telefónica España is the leading mobile operator in the Spanish market with more than 22 million customers as of July 2008. The company offers an extensive catalogue of services and applications that leverage the latest mobile technology, such as the Universal Mobile Telecommunications system (UMTS). Movistar is the brand for the mobile companies of Telefónica Group in Spain and Latin America (with the exception of Brazil).

the challenge

Because Movistar considers customer satisfaction the key to sustained growth, the company makes a concerted effort to anticipate its customers' needs and respond with leading-edge products and services backed by responsive call centre operations. That's why, for more than ten years, Telefónica España has been setting the standard for applying technological innovation to improve call centre services.

To continue this tradition of innovation and leadership, Telefónica España was looking for an automated way to efficiently transfer customer service calls to the right call centre services in order to deliver a consistently superior customer experience. More than 20 million customers were contacting the company's call centre each month with requests ranging from bill payment or change of address to new product and service subscriptions or phone or connection repairs. What's more, because Telefónica España invested in frequent marketing campaigns, the request types were constantly changing. As a result, the company needed an automated solution that was capable of handling high call volume and dynamic request types, while keeping misrouted calls and opt-outs to live agents to a minimum.

“This completely automated solution efficiently provides the requested service in the shortest possible time, which is critical to achieving both cost savings and enhanced customer satisfaction.”

Mario Soro
Director, CRM Technology
Telefónica España

the solution

After evaluating available options, Telefónica España decided that Nuance's Call Steering solutions provided the most accurate, cost-effective method of directing customers within its call centre. In July 2006, the company became the first European carrier to deploy Nuance's intelligent routing technology when it implemented a self-service natural language speech application with the objective of managing calls with optimal efficiency and cost effectiveness. Telefónica España's self-service system initiates each caller interaction with an open-ended question—"How may I help you?"—thereby allowing customers to describe their needs in their own words and move directly to their destination. By addressing the caller's desire to

access information quickly without having to navigate through a complex menu hierarchy, the Call Steering solution is designed to increase routing accuracy for a more satisfying customer experience.

Nuance's Call Steering solution has helped Movistar achieve a number of impressive results:

- 20 million calls per month routed
- Automation rate of over 88%
- 10% reduction in misrouted calls
- 10% increase in customer satisfaction levels
- Service quality marks averaging 96%

Nuance Professional Services worked closely with Telefónica España's experienced technical team to develop the Call Steering solution. The self-service application, which runs on an open platform, is fully integrated with the call centre infrastructure and intelligent network, as well as Telefónica España's back-end systems, to deliver high reliability and robust performance.

customer benefits

Telefónica España's self-service application leverages Nuance's Call Steering technology to enable fast, accurate routing of caller requests to the appropriate customer services team trained to handle that specific query type. This results in accurate, cost-effective automation from the very first point of contact with the caller for an overall superior customer experience. In fact, since the application's initial deployment, Movistar customer satisfaction levels have increased by 10 percent as measured by 200,000 automated surveys conducted each month.

business benefits

Today, Telefónica España's Call Steering application manages more than 20 million customer care and promotional campaign calls per month in a completely automated way. Handling a very large number of different requests pertaining to the company's wide range of products and services, the self-service speech application routes each call to the relevant department quickly and accurately, resulting in a vast improvement over lengthy touch tone menus that typically frustrate callers. By allowing callers to describe their requests using natural, conversational speech, the application has achieved an impressive automation rate of over 88 percent, thereby freeing costly agents to focus on more specialized tasks and boosting service quality to 96 percent. The customer service system, which is operational 24x7, reduces the interactions required on the part of the caller to obtain the requested service, driving down call length and reducing zero-outs by 10 percent.

about Nuance Professional Services

Nuance built the first professional services team specializing in differentiated, end-to-end automated customer interaction solutions. Since 1989, Nuance PS has been providing a full range of services required to design, develop, integrate, deploy and optimize contact center solutions. Our services bring together the latest technologies to deliver IVR (inbound and outbound), speech, call routing, CTI, desktop, and analytics solutions. Nuance's global team of over 550 members is trained to support all leading hardware platforms and industry standards. Our team has hands-on experience, developing more than 3,000 successful customer interaction solutions across dozens of industries in over 23 languages.

about Nuance Communications, Inc.

Nuance is in the business of helping companies better support, communicate with and understand their customers while maintaining operational efficiency goals. Nuance currently supports over 8 billion care interactions around the world. No other company has as much experience as Nuance in understanding how customers interface with a care operation. Our vision is to make every customer interaction a winning experience. For more information about our customer interaction solutions, business consulting and professional services, please visit www.nuance.com/care.

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