

Transcom



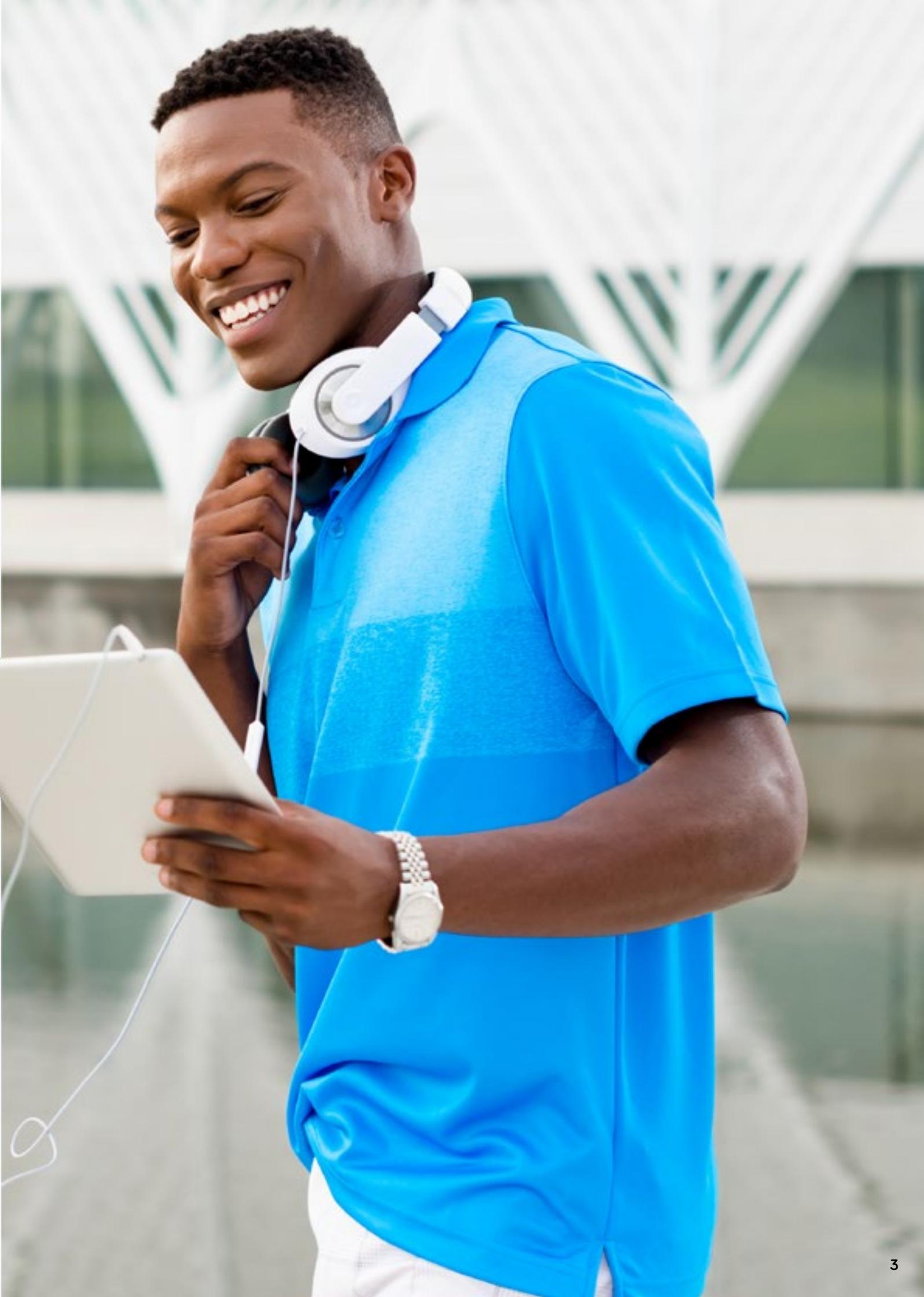
# Live Chat

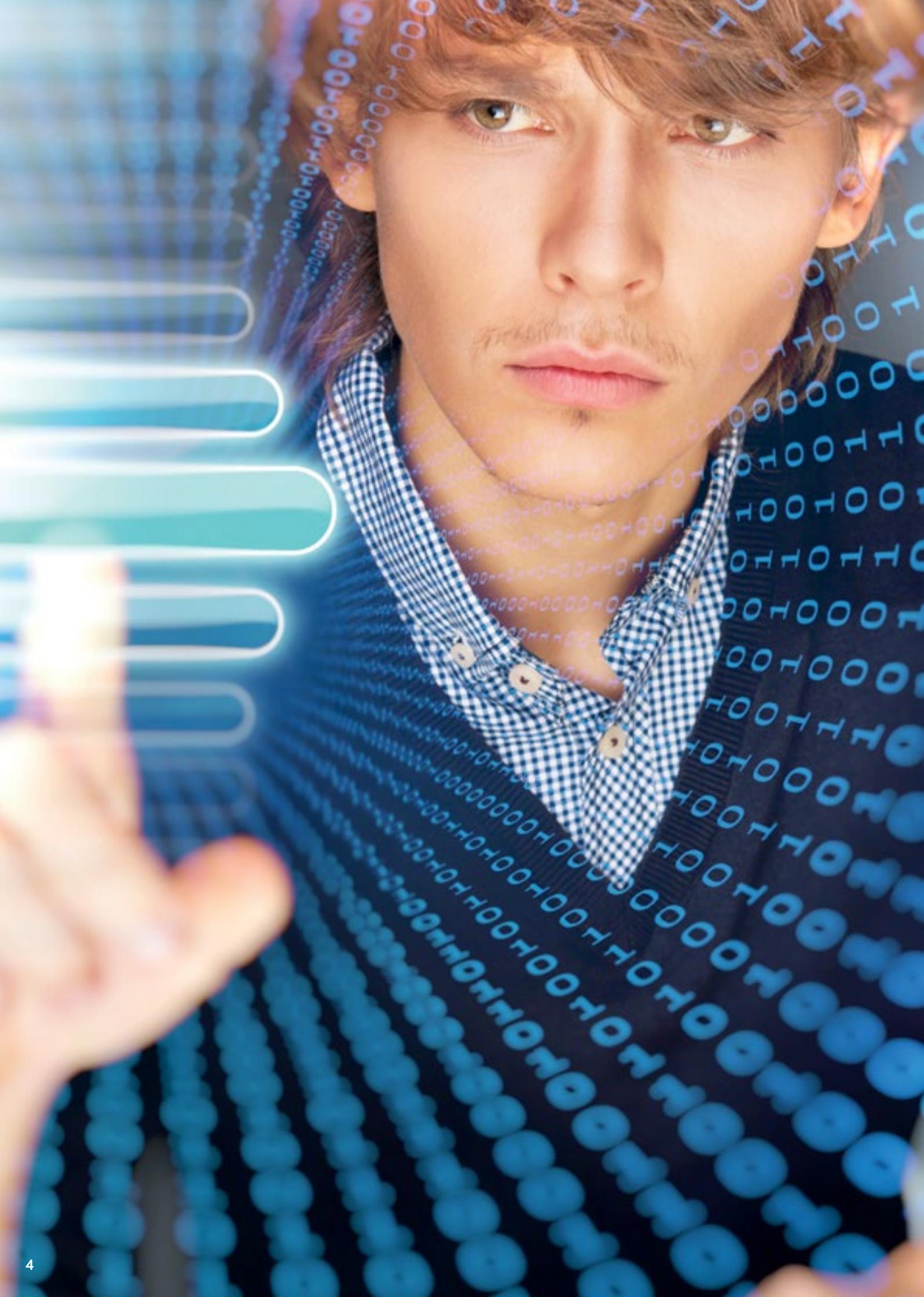
# Introducing Live Chat

Digital transformation is heading the corporate agenda, but only 25% of executives feel fully prepared. Simultaneously we witness a significant increase in digital adoption and connectivity. Internet users have reached astonishing 3.6bn and there are up to 2.8bn active social media users worldwide (Source: ITU, ICT data 2017). Over 50% of global web browsing is now done on mobile devices portraying a shift where customers are valuing convenience across locations and independent of time (Source: Statcounter).

Customers are today seeking faster issue resolution including new self-service options. Our Live Chat offering aims to deliver customer service through low friction channels, solving customer issues faster and in a more convenient way. Transcom provides customer acquisition, query resolution & complaint management, up-cross sell and credit collection services based on extensive experience from serving clients globally for over 20 years. We help clients realize cost savings, take customer experience to the next level and increase their top-line.

**Transcom is offering Live Chat service with implementation and operation to it's Clients as part/step of a digital transformation. The service is to introduce a new digital channel in the day-to-day operation**





# What are the main challenges?

## Changing channel preferences

By 2020, 45% of customers will consist of Millennials. With clear preferences for digital customer service 48% of millennials say that they prefer to interact with customer service in either Live Chat or social media (Source: KPCB – Internet Trends Report 2016). Digital channels is emerging as a key arena to serve customers, hence implementation must be done with precision. For instance, Live Chat solutions need tailoring both in relation to target segments and services provided.

## Increasing complexity in channel strategy

Despite the ongoing shift, traditional channels will still remain relevant, and over 50% of customers will still favor voice channels for customer service interactions in 2020. Live Chat is in other words more or less applicable for specific customer segments. Live Chat applicability does also vary across service lines and query types. For high value and complex interactions like churn prevention or advanced up-/cross-selling it is more beneficial to maintain voice-based interactions because of the personal and intimate experience. Therefore it is important to not replace voice based channels with Live Chat but instead running the channels in parallel. Introduction of chat will likely re-distribute customer service volumes. Easier access to customer

service will typically stimulate additional inbound volumes. This means one cannot expect to see a reduction in traditional voice volumes corresponding to the volumes that are flowing into Live Chat. Realizing that the approach to customer service needs to vary across channels, a well-defined migration- and channel strategy becomes a key success factors.

## Aspiration for seamless omni-channel delivery

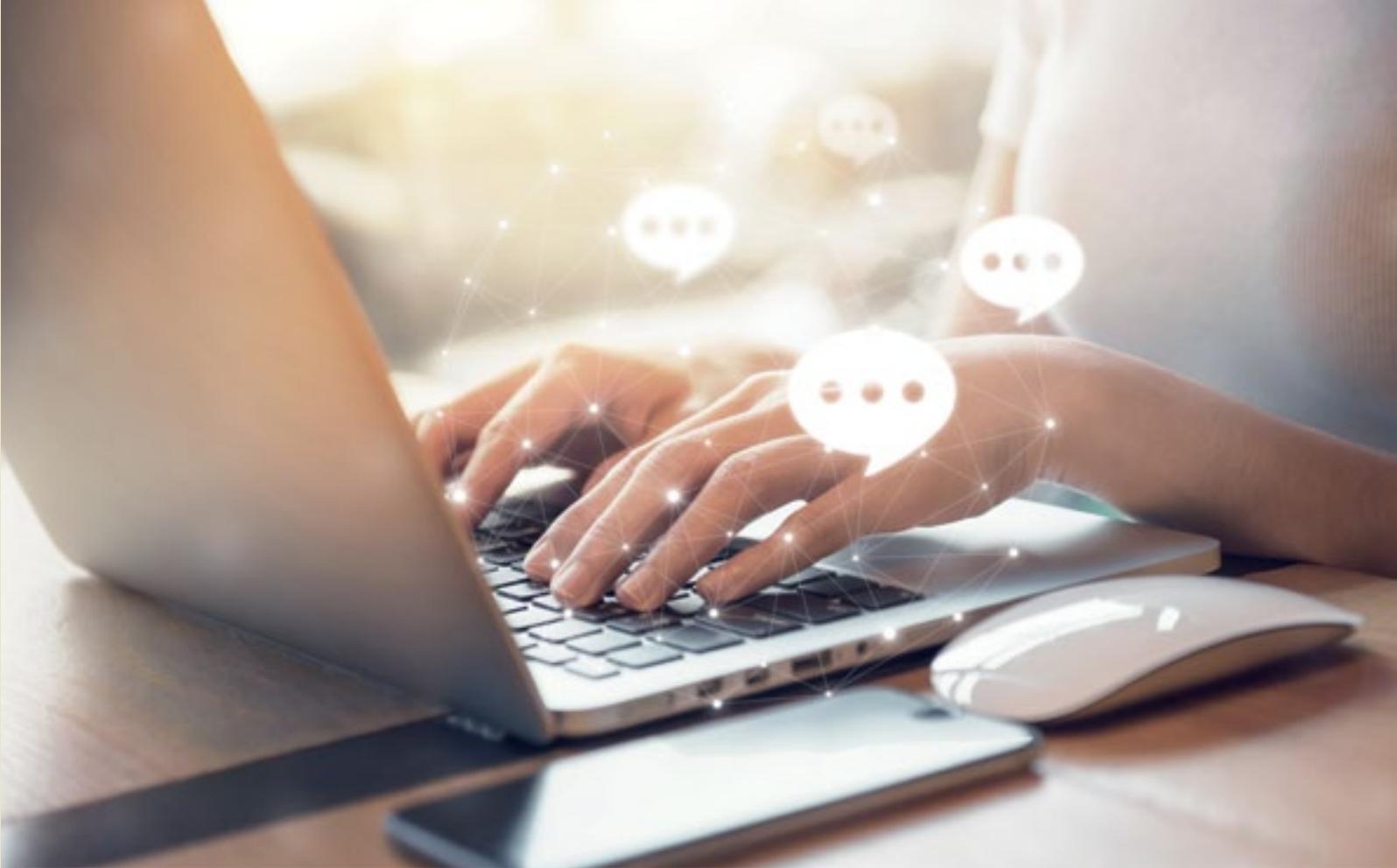
Omni-channel has been the talk of the town for several years. Companies aspire to provide a uniform and channel independent customer experience, but often lack the experience and capabilities required. An IT landscape with legacy systems and lack of integration is a typical barrier for providing omni-channel service. The use of multiple CRM BPOs is also to be considered a barrier for seamless omni-channel customer service. Typically, customer service departments lack resources, adequate skills and experience to implement and operate new channels such as Live Chat. Companies not facing the posed challenges, risks experiencing decreased customer satisfaction, higher churn rates and lower sales performance. Partnering with Transcom for implementation and operations of Live Chat will improve your service offering by meeting your customers on their premises.

# Transcom's solution

Transcom offers implementation and operations of Live Chat leveraging our extensive experience from the customer service space. We support our clients in deciding where to deploy Live Chat and for what interactions. We define optimal migration and channel strategies and develop operational structures based on proven best practices. Finally, for clients where we already manage other channels, we can provide an omni-channel experience by leveraging our blending capabilities and multi-skilled agents. For these situations, integration of technology platforms and business systems such as CRM, ERP etc. is a key factor to enable delivery of omni-channel customer service.

Transcom provides Live Chat within the following service lines:

- **Query resolution and complaint management** – These services are at the core of our chat offering. Agents and customers recognize chat as a simpler and more efficient way of resolving issues, for instance from the ability to share information on screen or removing complexity from interpreting speech and sentiment. From our experience, most requests related to product information, orders, payment/billing, logistics, post-sale product- and technical support can be handled effectively through Live Chat. Complaints management is also provided, however careful segmentation is needed to sort out interactions where value and complexity is preferably handled through voice.
- **Customer acquisition** – We provide skilled agents supporting your customers in selecting the right product/service in line with their needs. By combining customer acquisition operations with proactive chat capabilities we can help our clients to decrease basket abandon rates and increase the average order value.
- **CRM & Sales** – We help our clients increase conversion rates by applying cross- and upselling, as well as loyalty program management through the chat channel.
- **Credit & collection** – We support our clients in early-life collection through Live Chat. Later stages of the collection process will still be handled in voice based channels.



## How does the service work

1. Transcom, as technology agnostic player, is positioned as an independent advisor for our clients in their digital transformation journey. We can work easily with any platform in the market, and advise on the most appropriate solution.
2. Transcom will coordinate and manage the project throughout the implementation ensuring timely and value focused execution.
3. Excellence in recruiting and people development is at the top of Transcom's agenda.
4. Transcom will conduct text based and contextual analytics to identify areas of improvement in operations including how to best utilize the chat channel. Insights can be used to feed recommendations to Chat Agents in real time and give suggestions on how to better operate and manage the chat.

# Benefits of implementing Live Chat

Our Live Chat offering has brought significant value to our clients. Agents generally find it easier to understand and solve customer concerns through chat. This is primarily due to elimination of accents and sentiment as well as easy access to the text for further interpretation and follow-up. For many customers, chat also enhances the experience and conversation rates have had positive impact when chat is deployed for the right interactions. Finally, Live Chat also brings an element of efficiency gains.

- **Customer satisfaction** – Live Chat typically allows for quicker resolutions times, increased FCR and higher NPS. We have seen chat operations delivering 18 p.p higher CSAT than the average score in voice delivery (Source: Transcom case study). Improved customer satisfaction is also the result of better fulfillment of customer preferences, such as immediate response, no waiting on the queue, multitasking, etc. Live Chat is further only one click away for customers making it easy and convenient for them to reach out. Moreover, for clients already using Transcom for voice delivery there is a perfect opportunity to engage us also for chat. Given the right technology setup, our multi skilled agents can provide a seamless customer experience across channels.
- **Cost efficiency** – Deploying well-trained agents and operational best practice allows for a highly efficient workforce. In our experience, concurrent chat sessions and faster issue resolution contributes to a more efficient customer service. However, offering Live Chat as a channel will potentially lead to increased volumes since those who before would have phoned only for urgent matters, will now use web chat for the more general questions. This shift is expected and experienced particularly for millennials, who are more keen on using Live Chat compared to the other generations. On the other side, repeat interactions are minimized with text based dialogue and easy access to the conversation text. Interacting via Live Chat reduces operating cost since there is no need to pay for expensive phone calls within the specific country and/or across countries. Furthermore, Live Chat technology is in many cases cheaper than telephony infrastructure which often require significant up-front investment and regular maintenance. With our experience in delivering Live Chat we can offer a more cost efficient operations than having the Live Chat in-house. We have built significant scale in support functions and can recruit and develop people highly suitable for operating your Live Chat customer service.
- **Revenue generation** – Sales campaigns through Live Chat typically have higher conversion rates than sales in voice-channels. The opportunity to proactively engage with customers in the early purchasing process has proved beneficial with the ability to share documentation,



links and other relevant information in real time to the customer. Adding chat with co-browsing opportunities will further increase sales conversion, lower basket abandon rates and increased average value per order. Companies implementing proactive sales support in chat channels have seen conversion rates up to 20% higher than sales in voice-channels (Source: Oracle Best Practices for Chat Deployment).

Our proposed solution offers support in satisfying new channel preferences and delivering faster and more accurate issue resolution. We aspire to provide outstanding customer experience founded on clever business integration, high quality agents and proven best practices. Finally, Transcom's Live Chat can be a first step for establishing a true omni-channel experience.

**Companies implementing proactive sales support in chat channels have seen conversion rates up to 20% higher than sales in voice-channels**



# Strong Transcom experience in providing chat worldwide

Transcom is currently providing Live Chat services on 3 continents, 12 languages for 21 clients with more than 1000 agents across multiple industries.

## Industries

- E-commerce
- Financial Services
- Insurance
- Media
- Retail
- Technology
- Telecommunication
- Travel

## Languages

- Danish
- English
- Estonian
- Finnish
- French
- German
- Italian
- Latvian
- Lithuanian
- Norwegian
- Spanish
- Swedish

# What makes the Transcom solution unique?

Selecting Transcom as your Live Chat partner gives access to our unique expertise, capabilities and operational best practices. The uniqueness of our proposition can be summarized through five arguments:

- **Proven Customer Service and chat track record** – For more than 20 years, Transcom has supported clients across industries and geographies to design and deliver best-in-class customer experience. Our multi-lingual capabilities will also benefit clients wanting to implement our solutions to cover several geographies and languages. We have strong references from operating Live Chat for large multinational companies where we have significantly increased customer satisfaction. We are delivering Live Chat on three continents, in 12 languages for over 20 clients in multiple industries. With our deep expertise we can define an optimal way to integrate Live Chat in our clients' services.
- **Client centric and tailored approach** – We put strong emphasis into the uniqueness of our clients. Our success depends on our ability to understand client specific needs and requirements, and the ability to develop customized solutions accommodating for these differences. We support our clients in making the right decisions based on their objectives, starting-point, resources and capabilities. We invest time up-front to define where and how to deploy Live Chat. With our promise to stay technology agnostic we provide a fully objective approach to technology selection.
- **End-to-end process ownership** – Transcom provides a fully fledged support model covering all steps from vendor selection to recruiting and operations. Taking the end-to-end process ownership allows us to secure highest quality throughout implementation and operations.
- **Long-term value commitment** – Transcom strives towards being a trusted partner with focused value creation for our clients. Transcom proactively proposes how to further improve your business and put significant effort into delivering quick proofs of concept and rapid benefit realization.
- **Digital transformation partner** – For most of our clients, the digital transformation journey goes beyond offering Live Chat in customer service. We understand the importance of the overall transformation agenda and have created a portfolio of propositions set to position our clients' customer service at the digital forefront. Besides Live Chat, we design and operate most digital channels, virtual agents, provide conversational analytics support as well as robotic process automation (RPA). In most cases, our propositions are complementary; meaning the value potential will increase from combining them as part of the operations. We can engage with clients as a transformation partner where we provide hands-on advice on how to transform the customer service to meet new requirements and utilize new digital technology in the most efficient way. We will work closely together to define common long-term objectives to ensure mutual benefit realization and delivery of a truly differentiated customer service offering.



## About Transcom

Transcom is a global customer experience specialist, providing customer care, sales, technical support and credit management services through our extensive network of contact centers and work-at-home agents. We are 29,000 customer experience specialists at 50 contact centers across 20 countries, delivering services in 33 languages to international brands in various industry verticals.

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