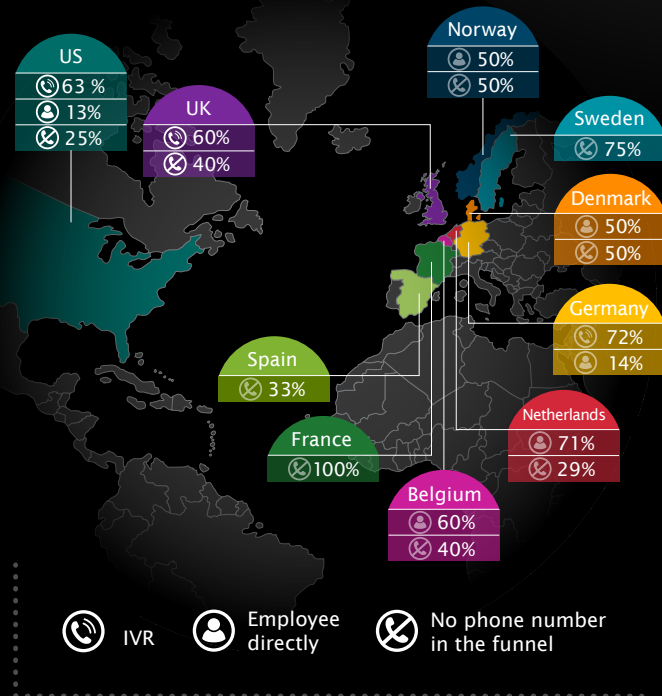


The telecommunications industry isn't equipped for omnichannel customer service

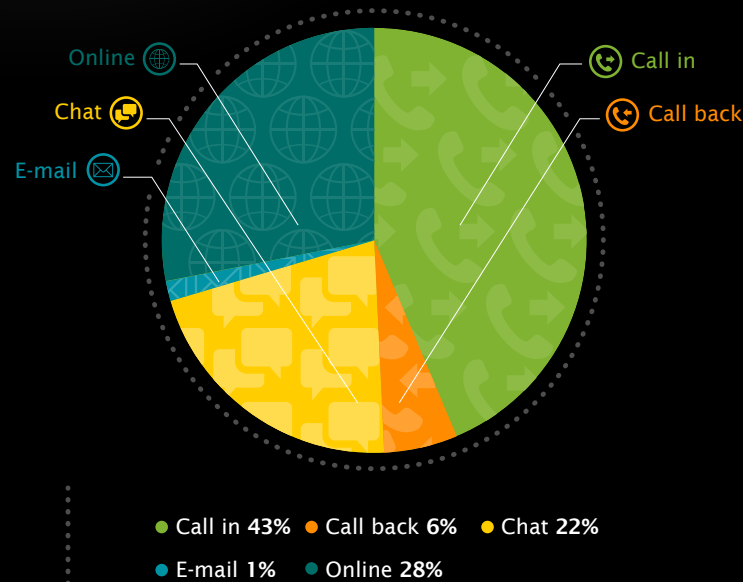
As distributors of the world's most accessible and innovative technologies, Telcos are one of the main reasons why the modern consumer operates in an omnichannel world. Yet their culture of innovation is not reflected in the way that they offer their online contact channels. From researching 54 major European and US telcos, Now Interact has uncovered three reasons why:

They aren't learning from data



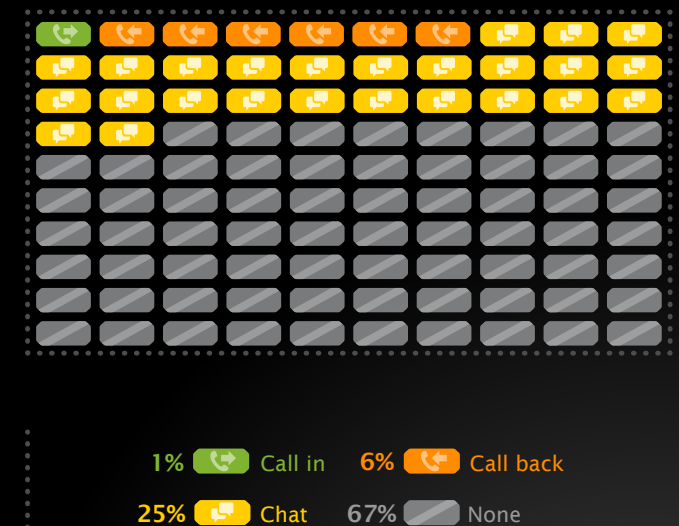
There are 18 trackers on the average telco website, used to understand conversion and improve the customer experience. They are not being used to relay information in real-time to agents in the call center. Consumers love personalization; telcos are not taking advantage of the data at their fingertips when a customer is on a cross-channel journey.

The consumer's online journey often doesn't count



The most prominent contact channel offered to web visitors is the call center. Most telcos aren't equipped with technology that bridges the gap between online and the call center, forcing callers to repeat their online journey to an agent or through an IVR. Agents should be provided with with real-time insight to a customer's online journey when connected on a call.

They don't understand why individual visitors are online



Very few telcos offer contact channels proactively, forcing visitors to seek out a channel to use it. Instead of using the same static channels for each online visitor, telcos should use machine-learning algorithms to determine visitor intent and offer the best channel to fit their needs. This will enable them to understand and meet the demands of each unique web visitor.

The results from this study were achieved by emulating typical customer journeys on 54 of the leading telco providers in the US and Europe. The research was conducted in March 2016.