

## Case Study

# Unifying systems and elevating CX with Webex Connect

## Customer Summary

Customer name

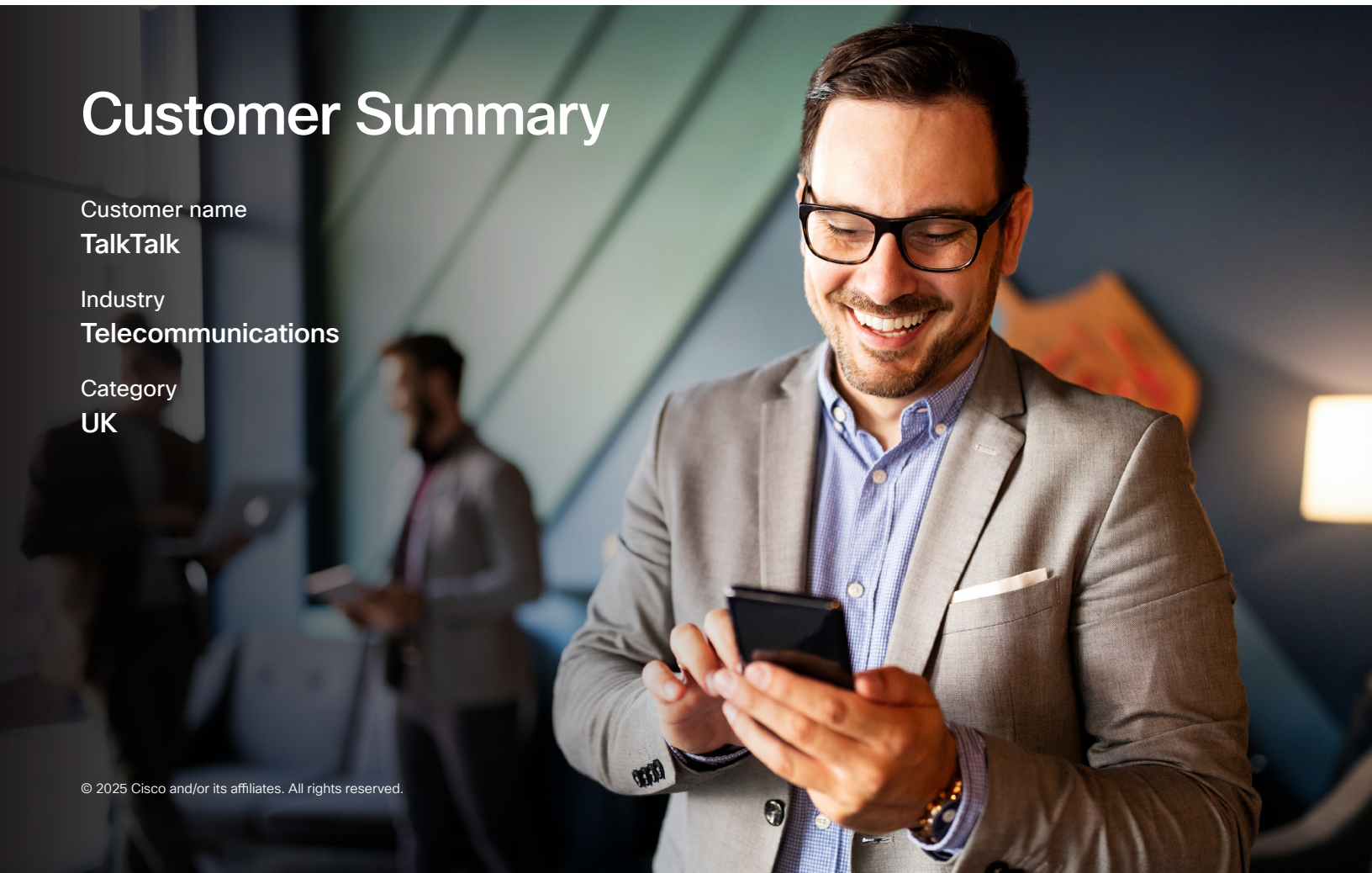
**TalkTalk**

Industry

**Telecommunications**

Category

**UK**



## From complex to connected, CPaaS bridges the gap

TalkTalk, a leading broadband service provider in the UK, was facing a common issue plaguing large organizations—system fragmentation due to a combination of company acquisitions and organic growth. Their IT estate was not only complex but also costly, impacting the consistency of their customer experience (CX). Plus, with fragmented systems comes lack of ownership and knowledge gaps, breeding long-lead times and difficulty making updates to customer journeys.

Understanding that customer expectations were shifting towards digital messaging channels, TalkTalk sought to enhance their customer communications strategy. They aimed to offer an improved, consistent

CX across customers' preferred communication channels. Not only that, but they wanted to empower their service agents with greater context to resolve queries effectively.

To accomplish these objectives, TalkTalk chose Webex Connect as their strategic communication solution. Positioned as a centralized Communications Platform as a Service (CPaaS), it bridged the gap between TalkTalk's back-end CRM and data systems and their contact center agent applications.



### Challenges

- System fragmentation from acquisitions and growth, leading to complex, expensive IT.
- Disjointed systems affecting customer experience.
- Ownership and knowledge gaps causing long lead times and journey update difficulties.



### Objectives

- Enhance communication strategy to cater to the shift towards digital messaging.
- Provide a consistent experience across customers' preferred channels.
- Empower agents with context to resolve queries effectively.



### Why Webex?

- The flexibility and scalability of Webex Connect makes it easy to set up and add more channels later.
- Allows consolidation of communication systems into one platform, enhancing visibility and control.
- Facilitates integration of various messaging platforms, ensuring consistent customer messaging across multiple channels.

## Solution

Webex Connect seamlessly consolidated TalkTalk's communication systems into one platform. The result? Centralized visibility and control, scalability, flexibility, and a streamlined setup to add more channels seamlessly over time.

The initial rollout centered on proactive service messages via SMS informing customers about known faults and updates on open inquiries. As their strategy

evolved, TalkTalk extended their messaging capabilities to include platforms like WhatsApp and Apple Messages for Business, with plans to incorporate Google channels like Rich Communication Services (RCS) and Google Business Messages (GBM) in the future. Webex Connect's flexibility, coupled with its integration of various messaging channels, granted TalkTalk greater control and visibility, leading to a more consistent messaging experience for their customers.

**Our enterprise-grade Communications Platform as a Service (CPaaS), Webex Connect, enables businesses to automate, orchestrate and monitor interactions at scale to deliver an end-to-end customer journey across multiple channels.**





## Solution

Today, 30% of TalkTalk's weekly customer contacts now come through digital messaging channels, a remarkable stride towards their target of 60%. Bhavesh Panchal, TalkTalk's Head of Channels & Digital Adoption, credits their innovative communication strategy transformation to Webex Connect. He states, "With the power of Webex CPaaS, streamlining our customer interactions and consolidating multiple suppliers into one has not only yielded substantial commercial advantages

but unlocked the launch of enriched communication services...Our communications are now personalized... which has led to a remarkable 30-point increase in NPS compared to traditional voice-based contacts." TalkTalk demonstrates a compelling example of how businesses can leverage CPaaS to unify their existing systems. With Webex Connect, TalkTalk has achieved remarkable results, enhancing their customer communications with personalization and consistency.



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# 30%

**Customer communication now  
through digital messaging channels**

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# 30-point

**Increase in NPS compared to  
traditional voice-based contacts**

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