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Case Study

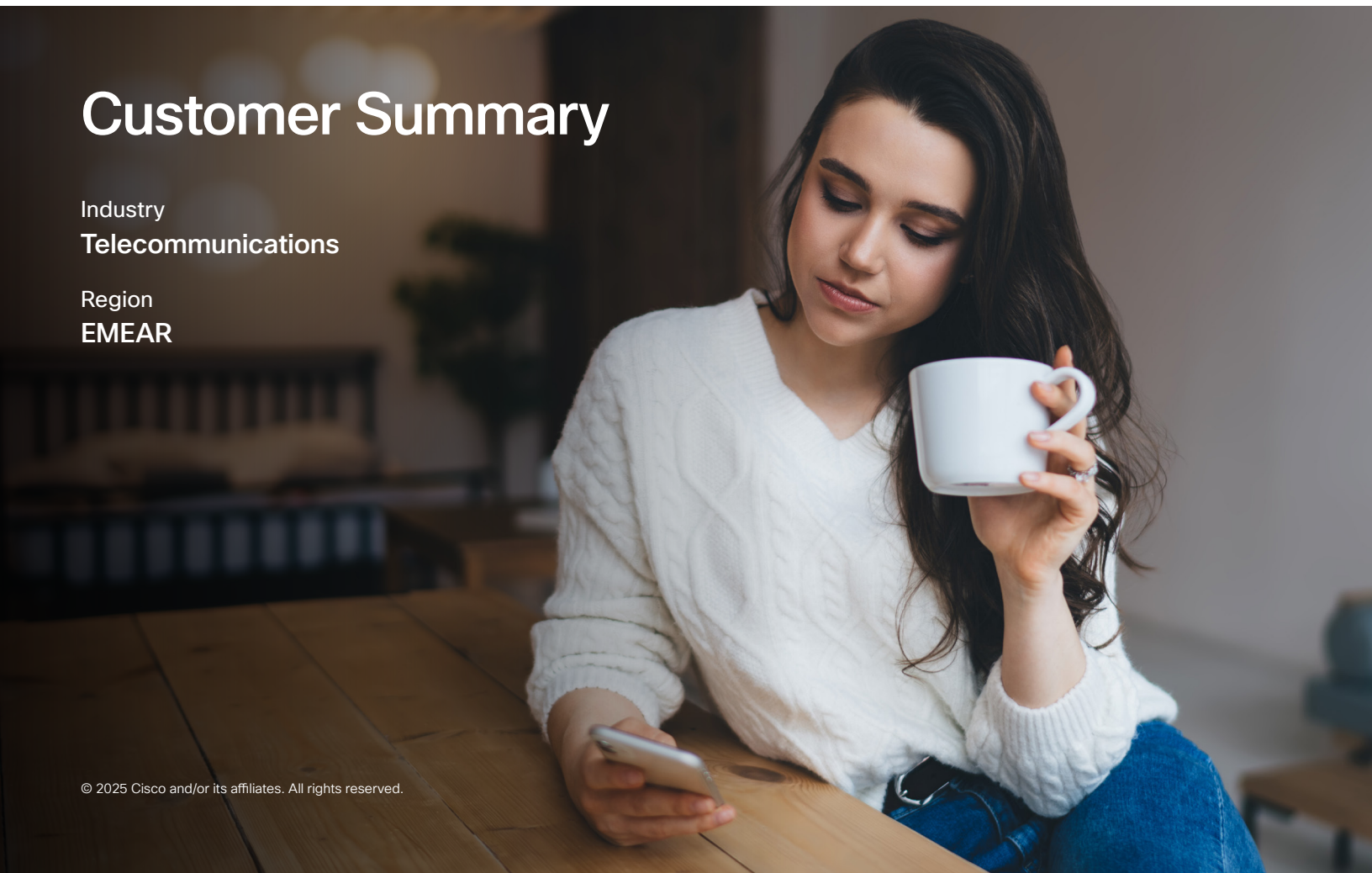# Delivering communications on the latest digital channels with Webex Connect

Customer Summary

Industry
Telecommunications

Region
EMEAR

An industry leader needs best-in-class communications

One of the UK's largest mobile network operators was looking to transform the way they interacted with their customers and sought a partner who could automate and orchestrate communications at scale across channels. That's why they chose to invest in Webex's Communications Platform as a Service (CPaaS) solution, Webex Connect.

Designed for proactive customer interactions, Webex Connect makes it easy to manage multiple communication channels from one single platform. Seamlessly integrating with existing backend systems, it elevates customer experiences without needing to rip and replace. Our enterprise CPaaS is flexible and scalable, allowing telecommunication companies to easily adapt to changing customer demands and market trends.

Popular telecommunications use cases

Personalized service messaging

Regulatory compliance

Contract, data, and bundle provisioning

Real-time decision making

Dynamic marketing campaigns

Geo-location targeting

The challenge

Prior to partnering with Webex Connect, this mobile network operator was struggling with limited communications capabilities. They were sending basic emails and SMS through different third-party agencies which was inefficient and costly. The company needed a faster go-to-market approach and the flexibility to adapt their communications quickly and easily. One of their many goals was to leverage emerging digital

channels like Rich Communications Services (RCS) to create immersive app-like experiences for their customers and move beyond traditional one-way messaging to more meaningful two-way interactions. The company was also building their data and analytics capabilities, but to harness the power of this information, they required a platform that could translate insights into personalized communications.

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The solution

As a telecommunications company, it's important to get mobile messaging right, making Webex's experience in this domain invaluable. The multi-channel capabilities of Webex Connect has allowed the mobile network operator to unify the management of their SMS, email, MMS, App Push, and RCS communications onto a single platform. This partnership has empowered the telecommunications giant to be responsive and agile to customer needs, sending personalized communcations about service and regulatory matters, product launches, bill notifcations, order confirmations and more. Additionally, Webex Connect's robust reporting has provided them with a consolidated view, enhancing their strategic insights.

The backbone behind the company's timely personalized communications with customers is Webex Connect's integration into their existing CRM, billing, and provisioning systems. This has allowed them to automate tasks – for example, automatically applying products and services onto customers' accounts at their request. And through API integration, they've been able to conduct trigger-based communications based on events and interactions that customers have with them. Looking forward, the company plans to integrate Webex Connect with their digital asset management platform which will drive next-level automation and creativity in their communications strategy.

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Key success stories

Welcome Journey via RCS Business Messaging:

RCS offers native messaging experiences in an app-like, media-rich environment. Users are able to engage in live media-rich conversations without downloading over-the-top (OTT) apps. And by using RCS with Webex Connect, the telecommunications company conducted a welcome journey for their new and upgrading customers on mobile.

The company was able to deliver a richer experience and customers received more information in less time with features like carousels, real-time location, predictive responses, and seamless agent handover.

NHS Unlimited Data Program:

During the Covid-19 pandemic, the UK mobile network operator provided free data to healthcare workers through the NHS Unlimited Data Program. Within two weeks, they built a journey where customers registered on their website, triggering a dynamic communication flow within Webex Connect, which swiftly applied the data to customer accounts.

However, the company faced a challenge when some hospitals were blocking their emails. But in mere hours, the mobile operator was able to create a new flow in Webex Connect that sent SMS verifications to non-responsive email recipients, demonstrating the flexibility of Webex Connect's low code tools.

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Results

The telecommunications company has succeeded in what they set out to achieve and then some. With Webex Connect, they've increased their agility, are using digital channels like RCS, engaging in two-way communications, and personalizing with data every step of the way. By managing communications in-house, the company has reduced costs, saving on agency fees. Their ability to send richer messaging content has led to increased engagement and conversion rates, resulting in a substantial return on investment (ROI).

The journey doesn't end here. The company plans to further integrate their data systems into the platform to enhance personalization. Webex Connect remains their steadfast partner – both with a shared goal in mind, to deliver exceptional customer experiences.

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Find out how we can help your business.
Talk to one of our experts today.

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