



## CASE STUDY

# Large UK Telco Partners with Cogito to Increase Sales Results



Real-time cues & call guidance

Well-being support from my team leader

Personalized coaching & development plans

## Background

The acquisition of a prominent telecommunications company by another major player was a significant strategic move that solidified its position as a leading provider of mobile and broadband services in the UK and propelled it to a top position within the EU market. Central to this growth strategy was the goal of dominating both the mobile and broadband sectors, leading to a shift towards fostering more personalized customer interactions. The rebranding efforts aimed to simplify business operations, with a focus on consumer-facing aspects. The customer service team underwent a transition to adapt to a more sales-oriented approach, with an emphasis on identifying and capitalizing on opportunities to upsell combined mobile and broadband services to customers.

## The Solution: Partnering with Cogito

Cogito's Conversation AI prompts emerged as a crucial tool. These prompts were designed to support the Guides in real-time, enhancing their ability to drive sales conversations effectively. By equipping the Guides with the skills to respond dynamically to the conversation, Cogito helped actualize this organization's vision of more personalized customer engagement, contributing significantly to achieving the company's ambitious sales targets.

The company selected Cogito as the only real-time solution with a platform capable of supporting thousands of Guides through every interaction – particularly empowering Guides to deliver critical values of personalized attention delivered, and brilliantly.

Key components of the strategy have featured:



Energy Cue

Positive Interaction!

Empathy Cue

## Real-Time Human-Aware Guidance

The team has harnessed Cogito's real-time human-aware platform to deliver coaching and guidance in the moments that matter during the conversation. Emotion AI cues empowered agents to deepen customer relationships in every interaction. Conversation AI cues focused on supporting Guides to enhance sales, customer experience, and compliance.

## Uncovering Customer Intent

Cogito's real-time platform detects, interprets, and suggests the best possible actions by Guides to enhance conversations, identify sales opportunities, and resolve customer issues.

## Rich Transcripts Delivered to Guides & Team Leaders

The platform offers rich, premium, and redacted transcripts immediately after every call. Team Leaders can quickly identify topics discussed, making it easier to follow up on customer issues.

## Real-Time Alerts for Team Leaders

Alerts are sent to Team Leaders in real-time when CX or EX scores fluctuate, whether below or above average, to notify them of challenging calls that require their attention or to offer praise for a job well done. This feature enables Team Leaders to offer timely support and monitor the well-being of their Guides.

## CX & EX on Every Call

CX and EX measured on every call deliver the data for personalized coaching and development plans, essential to growing and retaining employees. In the same token, a CX score generated by machine learning reveals customer sentiment during every interaction. By identifying Employee Experience trends, team leaders can locate at-risk employees and extend tenure through appropriate intervention measures. Leaders have already demonstrated the immediate benefit between an engaged employee and a satisfied member.

## Personalized Coaching Modules

Powered by data-driven assessments and collaboration with Team Leaders, Cogito's Personalized Coaching tools facilitate continuous growth and development for Guides. With customized coaching based on robust data, we ensure that every Guide has the opportunity to develop and grow.

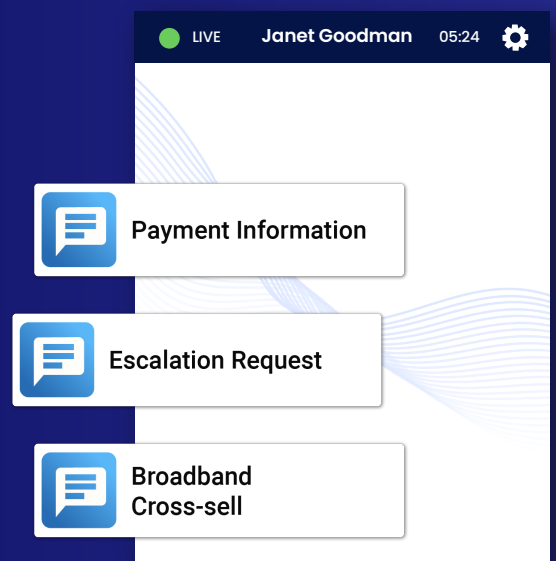
## Rich Insights & Analytics

Cogito's "Rich Insights & Analytics" section of the solution provides substantial benefits, particularly regarding the detailed and actionable data it delivers to operational leaders. These leaders receive daily behavioral data that is instrumental in pinpointing the key factors contributing to positive customer interactions. This data is exceptionally granular, breaking down trends by individual Guide, shift, and even by hour, offering unprecedented insight.

# Context-Rich AI: Enabling Custom Conversation Topics to Support Commercial Priorities

The team empowered operations leaders to develop dynamic conversation cues that are adjustable as needed and triggered in real-time customer interactions. These cues helped the organization identify and fulfill a host of new sales opportunities.

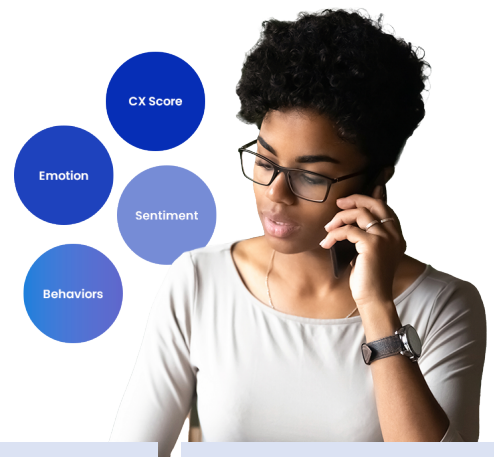
Telecommunications Guides continue to reinforce compliance with legal standards as a highly regulated industry. For example, Payment Information, a topic reminding Guides to send a link to the customer to enter their credit card information, helped minimize the amount of PCI collected on calls.



# Results and Impact

Cogito's real-time guidance has been proven to enhance commercial success. The introduction of topic-based guidance highlighted opportunities for Guides to initiate Broadband cross-sell conversations or explore mobile upgrades. Perhaps most importantly, tenured Guides and newly onboarded team members adopted the new tool at high rates - reflecting a willingness to engage with an AI platform designed specifically for customer service.

The business saw a clear jump in value drivers such as **Broadband Cross-Selling**, **Additional Lines** (in Mobile), and a **Reduction in Customer Churn**.



## Broadband Cross-Sales

**£42**

per guide/ per month

## Upgrades Up-Sales

**£305**

per guide/ per month

## Decrease Customer Churn

**£125**

per guide/ per month

## Frontline Efficiency

**£152**

per guide/ per month

# Conclusion

The decision to partner with Cogito was driven by the need for a unique real-time solution capable of supporting and guiding thousands of customer service representatives, referred to as Guides, through every interaction. Cogito was chosen as the preferred platform due to its ability to empower each Guide to embody the organization's core values of being personal, simple, and effective in customer engagements. The platform excelled in enhancing the 'personal' aspect, enabling Guides to interact more humanely and empathetically, demonstrating a deep understanding and care for customers. By simplifying complex interactions and making them straightforward and clear, Cogito aligned perfectly with the organization's commitment to simplicity. Furthermore, the platform's innovative approach to creating new and effective communication strategies resonated with the ethos of excellence, ensuring that every customer interaction was handled effectively and with high quality.

## About cogito

Cogito, established in 2007 and based in Boston, revolutionizes customer service with its AI-driven platform, trusted by 5 of the Fortune 25 brands. Specializing in elevating customer interactions, our software equips service agents, supervisors, and managers with the tools to enhance emotional connections and streamline workflows. Operating globally, our platform delivers intuitive, real-time assistance to customer service teams, ensuring excellence at every touchpoint. As a leader in customer experience innovation, Cogito's venture-backed solutions are shaping the future of the voice channel. For more on our impact and services, visit [Cogitocorp.com](https://cogitocorp.com).

