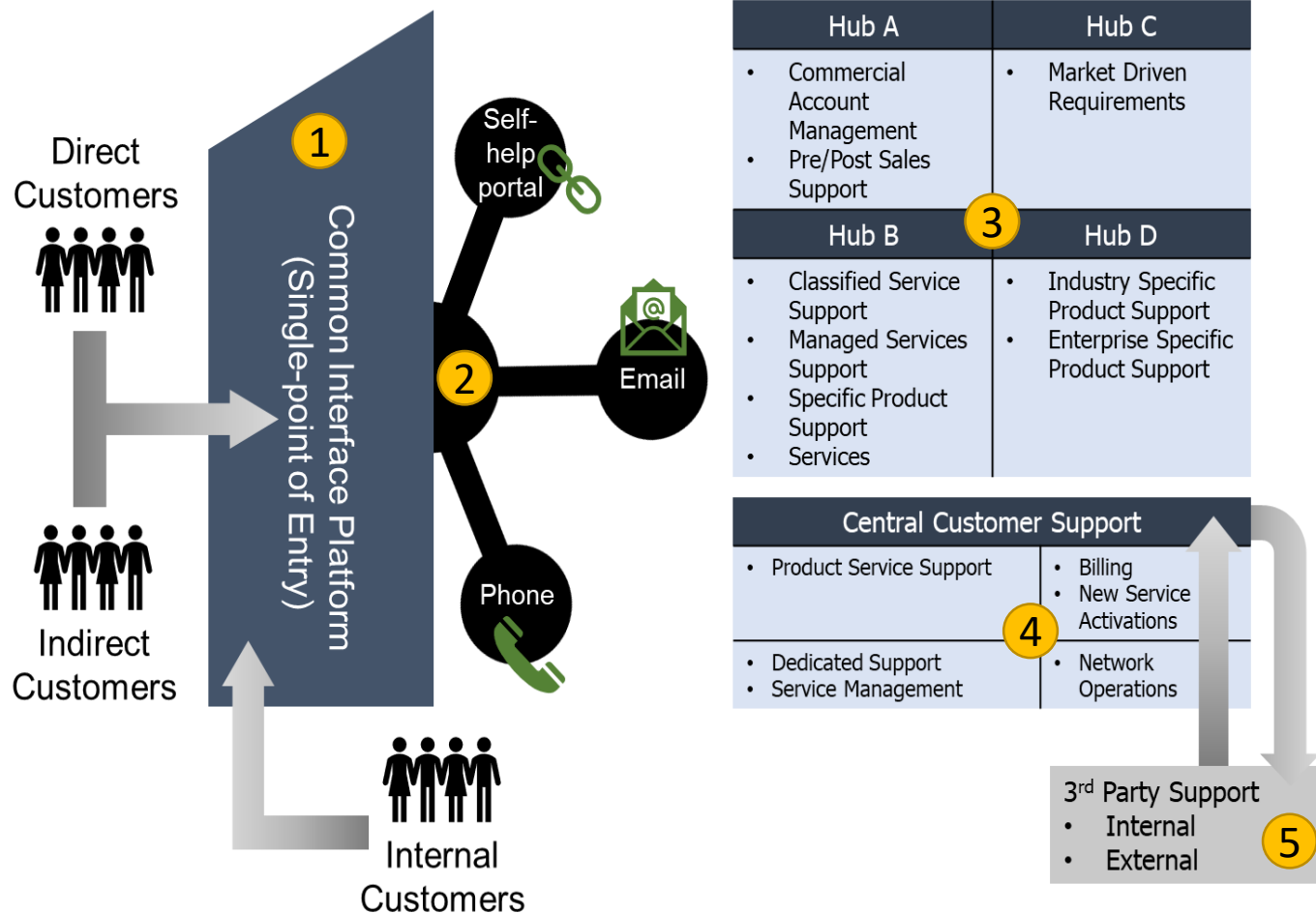


# EXAMPLE: Customer Service becomes Customer Intimacy through Digitization at a Global Communications Provider

To provide a simple and single point of entry to all customers ensuring they speak to a caring member of the customer support team who knows them and their needs and is able to solve problems while nurturing the account by offering specific solutions and products.



## Design Criteria: The customer service operating model must...

- Foster rapid innovation in products and services
- Make us more efficient in the way we do business
- Support our channel, solutions partners and ecosystems
- Make us close to end users
- Permit differences between BUs based on need
- Support high commercial standards in service delivery
- Ensure agility

## Operating Model Features

- Systematic segmentation (product type, customer type, spend type, location, etc.) based on email and/or phone number. Requires well maintained customer data.
- Automated routing from all channels to the correct place.
- Dedicated hubs based on customer segmentation
- Central support for escalation
- Support for devices or components by other manufacturers is managed by service team (in-sourcing the complexity and retaining the single point of contact)

## Benefits or Results

- ✓ Customer has the issue resolved without wondering if they are talking to the right people and having to navigate the organization.
- ✓ Staff know what the issue is and act as the point of contact to get it resolved. (in-sourcing the complexity from the customer)
- ✓ Ability to up-sell services and products related to the customer's needs and history with the business.
- ✓ Job satisfaction and accountability for customer service workers.