oneCXi | Telefónica

30% Higher Conversions: How Telefónica Streamlined CX and Boosted Sales Efficiency to Drive Growth

30%
Lead conversions

55%
Cross-sell/upsell

15%
CSAT
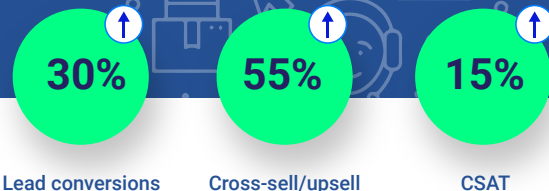
Use Case: Sales, Customer Service | Industry: Digital TV Service | CX Tool: In-house CRM

Objective

Telefónica struggled with high average handling time and ineffective outreach for new plans and subscriptions. The lack of robust integration and automation restricted customer service quality and operational workflows, impacting campaign execution and sales opportunities.

Solution

With oneCXi, Telefónica automated repetitive queries, enabled seamless data flow across systems, and leveraged CRM integration for personalized & effective outreach and targeted campaign management.

Results

The implementation led to a 30% reduction in response times, a 15% increase in customer satisfaction, and a 30% boost in lead conversions, significantly improving both service quality and overall sales performance.

About the Company

Telefónica is a Spanish multinational telecommunications company headquartered in Madrid. Founded in 1924, it is one of the largest telephone operators and mobile network providers globally. Telefónica operates under several brands, including Movistar, O2, and Vivo, serving millions of customers across Europe and Latin America. The company focuses on digital transformation, offering a wide range of services such as fixed and mobile telephony, broadband, and digital solutions.

How to Enhance Efficiency, Accelerate Responses, and Drive Sales Growth

Telefónica faced a complex web of CX challenges. The lack of automation disrupted operational workflows, causing delayed responses and increased workloads for customer service representatives. They also aimed to run targeted and effective campaigns for family plans and multi-user bundles to boost subscriptions for their digital TV service. Despite a substantial customer base, the company struggled to effectively capitalize on cross-selling and upselling opportunities. Their goal was to streamline operations, enhance agent productivity, reduce response times, and ultimately drive higher conversions.

Features: Auto Dialer | Smart IVR | Screen Pop

Creating More Business Opportunities Through Deep CRM and Dialer Integration

The company wanted to create more business opportunities and run successful cross-sell and upsell campaigns, including proactive messaging to attract prospective customers from other carriers and encourage prepaid customers to use value-added services. This was achieved through a deep integration between their CRM and oneCXi CCaaS solution, combined with intelligent automation, which enabled seamless and effective customer outreach. Automated dialers significantly enhanced the efficiency of customer-facing teams by enabling them to reach out to the right customers at the right time. This integration also enabled more precise and effective marketing campaigns by allowing them to segment users based on specific customer needs and behaviors, driving more engagement and increasing lead conversions by 30%.

Reducing Average Handling Time & Enhancing Efficiency Through Smart IVR

Earlier, repetitive customer queries about balances, monthly recharges, and bill payments led to longer handling times and impacted user satisfaction. A significant portion of these repetitive queries were automated through the implementation of self-service IVR, significantly reducing the need for agent intervention. Previously, agents had to cross-reference with other systems while asking each customer the same basic questions, including name, phone number, and reason for calling. With access to comprehensive customer profiles stored in the CRM, sales and support teams were able to tailor their communication based on individual customer histories and preferences, enabling them to resolve queries more quickly and close sales more efficiently.

Achieving Faster Response Times with Unified IVR, CRM & Helpdesk Systems

Previously, the time taken to answer customer calls or attend to cases was relatively high. After the integration of IVR with CRM and helpdesk systems, response times decreased by 30%. Additionally, customer conversations were automatically pushed to the helpdesk for further analysis and insights, streamlining the process and enhancing efficiency. This integration significantly improved both response times and the quality of customer service, leading to a 15% improvement in customer satisfaction.

Boosting Upsell and Cross-Sell Success through Intelligent Automation

Despite having a substantial customer base for one of their products, the company faced challenges in maximizing upselling and cross-selling opportunities. This integration enabled real-time transfer of leads, so when a cross-sell opportunity arose during customer assistance, leads were seamlessly transferred from one product to another. Leads interested in additional product campaigns were easily identified and targeted. This approach improved the utilization of customer insights, allowing the company to engage customers with personalized offers and recommendations, ultimately increasing their upsell and cross-sell success.

Benefits & Overall Impact

With oneCXi, Telefónica transformed their operations, achieving faster response times, improved customer satisfaction, and greater lead conversions. These advancements led to substantial revenue growth and a stronger market position.

- 50% Cases Resolved via Self-service
- 15% Increase in CSAT
- 30% Increase in Lead Conversions
- 55% Increase in Cross-sell/upsell

About oneCXi

oneCXi is an industry-leading unified customer experience intelligence (CXi) platform that helps enterprises engage, convert, and retain customers, at scale. The AI-engineered platform empowers businesses to orchestrate journeys across a multitude of touchpoints, power billions of personalized conversations, and gain a 360º view of customers across the lifecycle. 3,500+ global brands trust oneCXi to capture the pulse of customers, drive cohesive experiences, and increase lifetime value.

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