

The Telecoms industry is experiencing an explosion of competition and escalating customer churn

It's increasingly easy for customers to switch providers and the cost of acquisition is high. Consequently, Telcos are leveraging customer surveys as a way to identify and address customer issues earlier. However, outdated survey methods can lead to customers being over-surveyed, resulting in low response rates and a negative customer experience.

ResponseTek for Telco is a cloud-based Customer Experience Management (CEM) solution hosted on Amazon Web Services, enabling customer feedback to be captured as close to the customer experience as possible, delivering accurate information and optimal response rates. Whatever your needs, **ResponseTek for Telco** offers complete solutions as well as self-service options, putting you in control and providing support when you need it.

Customer Experience Management Platform (CEM)

ResponseTek for Telco enables smart and cost-effective customer experience surveys across your business, including surveys for: Contact Centres, Retail, Web/App, field services/technicians and network experience. Resultant improvements in customer satisfaction metrics such as Net Promoter Score (NPS), drive increased revenues and lower churn rates. Through identifying and resolving common customer pain points, significant cost savings can be made from reduced service desk call volumes.



Features & Benefits

Know Your Customers

As experts in highly personalised transactional surveys, we empower customers to express opinions in quick and efficient formats, resulting in survey response rates of up to 45%.

Get a Complete View

Additional listening via advanced text analytics, sentiment analysis and social media, allow you to build a complete customer experience view.

Build Loyalty

Identify where brand loyalty is gained or lost with powerful analysis, transforming feedback into insights and putting customers at the centre of your business.

Real Time Trends

Access trends and macro reports at the line of business level, or drill right down to review individual feedback, providing you with real-time insights at your fingertips.

Learn What Works

Performance management tools reveal how services impact delivery of the brand promise and integrated action management helps you consistently exceed customer expectations.

Engage and Empower

Turn your frontline employees into brand ambassadors. With direct access to feedback and insights, the team become more aware and engaged with the Voice of the Customer.

Start An Ongoing Dialogue

Triggered alerts and actions ensure no customer follow-up is forgotten or missed. Quickly remedy poor customer experiences and acknowledge positive customer feedback.

Improve Customer Targeting

Personalisation enables targeted promotions and offers, allowing you to save at-risk customers and reward brand advocates through relevant and resonant referral offers.

Introducing ResponseTek for Telco

We measure customer experience regardless of where it takes place, providing a complete picture of the omni-channel customer experience. It's not just about collecting feedback; it's about analysing data and solving problems rapidly, to retain customers and generate revenue through loyalty and advocacy.



With ReponseTek for Telco you can...

- Collect feedback
- Report & analyse
- Retain customers
- Generate revenue

Why choose ResponseTek?

Listen

Collect Customer Feedback

What is your data trying to tell you? **ResponseTek for Telco** allows you to collect and aggregate customer experience, demographic, journey and behavioural data, to monitor and improve your customer experience in real time.

Learn

Make Data-Driven Decisions

We provide real-time analytics and insights to help you make data-driven decisions across your entire organisation, allowing you to optimise experiences, services and processes, throughout the whole customer journey.

Act

Business Transformation to Drive ROI

We enable a two-way exchange with customers that saves and retains those at-risk in real time and empowers your employees to deliver exceptional customer experiences.

Engage

Get Customers On Your Side

Our advanced tools and support strategies enable you to develop long-term and meaningful relationships with your customers.



ZephyrTel

Contact us to find out how our solutions can help your business grow.

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