LiveShop

CASE STUDY

About Company

- T-Mobile is one of the top 10 largest telecom companies in the world

- The company proactively consider new business areas to open up new growth opportunities.

- With LiveShop T-mobile has taken a strategic decision to extended customer support

Goals

- Increase online conversion rate

- Lower return rates

- Evaluate the customer channel

Results

- Average conversion rate 15%

- Extremely high customer satisfaction

- 89% of the customers strongly recommend LiveShop

Overview

T-Mobile is one of Europe's largest telecom operators and with LiveShop they have produced a full service solution where customers receive personal help in form of consultation, purchase and customer support. LiveShop provides the T-Mobile operator with the right tools to explain products, tariff plans and binding periods for mobile, fixed plans and TV — for both new and existing customers. With LiveShop, T-mobile is exploring live video as a support and sales channel to see how customers react and to se what benefits it brings.

Project scope

The issue T-mobile address in this particular case is personal service with no geographical boundaries. Solid preparation work thru market monitoring and interviews generates insights of how and where to focus. To make sure T-mobile address the right customers with the right graphical content, the data from interviews and market monitoring is gathered and the operators CMS is prepared. The CMS contains all the graphical content, forms, numbers and statistics. It is dynamic and constantly updated and improved.

Through continuous evaluation of the service T-mobile customise the functionality in LiveShop and update the customers journey throughout the whole experience. At the end of all LiveShop sessions the customer is given the opportunity to answer a poll regarding the functionality and experience of the session. The questions revolves around the projects concrete goals, and the feedback is immediately evaluated and taken in to account for continuous improvement.

> The training payed off and 94% of the customers say that they are satisfied with the T-mobile callcenter agent

Outcomes

T-mobile are hosting LiveShop from their own servers within their own infrastructure. LiveShop can also be run via a cloud service witch is just as easy but the benefits for T-mobile with running LiveShop whit in own infrastructure are numerous.

The T-Mobile operators are trained with experts from the LiveShop Stockholm office. T-mobile saw the need of training both administrators and operators to ease on sight support. The training session turned out to be both joyful, inspiring and very successful.

The results after the training, implementation and the continuous improvements is unambiguous. 94% of the customers says they are satisfied with the T-mobile callcenter agents.

The main focus in this case is increasing the conversion rate and lower return rates. In order to achieve this a lot of effort were put in developing pedagogical graphical content. When the customers were asked how clear and structured they experience the customer interface, 13% says the interface is good and the entire 82% find the interface well structured. Furthermore, 89% of the customers experiencing a LiveShop session would recommend this service for others.

Evaluation of LiveShop as a customer support channel:

- **Sales ratio up by 5%**

- **Average call duration: 7.5 minutes**

- **Satisfaction ratio: Above 95% satisfaction and recommendations**

The customer satisfaction have never been higher and T-mobile are continuously improving the service to reach a 100% satisfied customers and to further increase conversion rate and lower return rates.

SALES 5%

Would you recommend LiveShop for others?

YES: 89%