Customer attitudes are evolving quickly. A new breed of millennials and digital natives expect more dynamic interactions with their service providers, and existing methods of engagement are becoming obsolete. Conversational intelligence allows customers to interact with artificially intelligent “chatbots,” paving the way for new forms of access to content, commerce and care. Turning these digital interactions into conversational intelligence can unlock deeper customer insights, enabling an increase in customer satisfaction and retention.

A world of changing customer needs

Technology, media and telecommunications (TMT) companies are under pressure to overhaul their customer interactions. Many smartphone users are experiencing “app fatigue” where retention rates are falling, and key apps account for the lion’s share of usage. Meanwhile, leading instant messaging services are outpacing their social network counterparts in terms of monthly active users.

This shift in online consumption is being driven by millennials, whose online behavior is inherently “conversational.” Bot development underlines this shift away from a world of apps and toward more intuitive web behavior that is real-time, personalized and dynamic. If TMT service providers are to develop more meaningful relationships with their customers, they must refresh their digital engagement strategies to reflect these new types of digital interactions.

Average app retention drops to 11% within a week of installation.

Monthly active user base for the top four messaging apps has surpassed that of the top four social networks.
Conversational intelligence: the catalyst for a new experience

TMT providers are under continual pressure to widen their capabilities, whether in terms of access to content and services or providing more seamless and intuitive customer care. Chatbots can play a versatile role, adding value to the experience, whether customers are seeking information about products and services, purchasing content, resolving requests or accessing self-care.

**Commerce**
Services and devices

**Content**
Information and availability

**Care**
Convenience and loyalty

- Learn about plans, service offerings, channels and devices
- Receive information on subscription plan, account balance and content offering
- Get instant responses to the most common customer service inquiries
What does great look like?

Imagine higher customer engagement scores, lower incidence of customer problems and faster problem resolution. Conversational intelligence delivers a range of benefits for TMT providers that want to create the future today through the following:

- Faster, more personalized customer self-service
- Tailoring to focus on commerce, content or care depending on your needs
- Human-like quality to customer interactions
- Higher customer satisfaction scores and longer customer lifetime value

Sample use cases for TMT providers

- “I’m looking for a new smartphone – can you show me some options?”
- “We noticed you paid $15 in data overages the last three months, you could save money by switching to a larger plan.”
- “Where can I buy tickets for the next show?”
- “I’d like to purchase a pay-per-view movie”
- “How do I pay with a purchase order, establish terms, or obtain line of credit?”
- “How much data do I have left for the month? How about my son?”
- “What is my current account balance and when is payment due?”
- “How much cloud storage do I have available and how can I download the files to my phone?”
- “Can you show me a preview of the latest edition of this show?”
- “Download software development kits for 66AK2Ex”
- “I’m getting no service in an area where I normally get service in. What do I do?”
- “I’m traveling abroad. What do I do about roaming charges?”
- “I’m currently having issues streaming video from your website and would like to provide feedback.”
- “I have a great idea I would like to share! How can I submit a pitch?”
- “What are the extended warranty plans for LMX2592?”
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How EY can help

EY has collaborated with Conversable, a leading conversational intelligence company, as part of its customer experience options for TMT companies. The Conversable Software as a service (SaaS) platform is the first social enterprise software that can create smart, automated customer engagement through messaging channels. Conversable's chatbots are already used by some of the most valuable brands worldwide and can be deployed across a range of existing text, voice and messaging platforms. EY and Conversable's omnichannel approach can flex to your needs using a platform-agnostic architecture.

We also have wide-ranging experience in customer experience design, as well as analytics solutions that can improve the customer journey. We combine leading edge technology capabilities with deep understanding of the business challenges faced by connectivity providers, enabling us to provide advice on all stages of customer experience transformation, from strategic planning to design, recommendation and continuous improvement through managed services.

For further information on how EY can support the transformation of your customer interactions, please contact our subject-matter leaders.
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About EY
EY is a global leader in assurance, tax, transaction and advisory services. The insights and quality services we deliver help build trust and confidence in the capital markets and in economies the world over. We develop outstanding leaders who team to deliver on our promises to all of our stakeholders. In so doing, we play a critical role in building a better working world for our people, for our clients and for our communities.

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Telecommunications operators are facing a rapidly transforming business model. Competition from technology companies is creating challenges around customer ownership. Service innovation, pricing pressures and network capacity are intensifying scrutiny of the return on investments. In addition, regulatory pressures and shareholder expectations require agility and cost efficiency. If you are facing these challenges, we can provide a sector-based perspective on addressing your assurance, advisory, transaction and tax needs. Our Global Telecommunications Sector is a virtual hub that brings together people, cultures and leading ideas from across the world. Whatever your need, we can help you improve the performance of your business.

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EYG no. 00767-174Gbl

BMC Agency
GA 0000_09184

ED None

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