ONEDIRECT

MTS

MTS India achieves industry best first-response time on social using OneDirect

CONTEXT

The traditional call centre has long been the preferred customer service channel for customers. But recent years have seen a significant shift in how customers try and reach out to the brands for their queries and grievances. Growing numbers of data users are now taking their queries and grievances online—to social media platforms and various consumer forums.

MTS India realized that engaging with customer complaints just via offline channels would no longer be enough. Add to that the fact that MTS users are predominantly young, internet-savvy data subscribers with an active online behaviour.

> The idea was simple: Be where the customer is!

GOALS

Through its social media presence, MTS India hoped to achieve two goals:

To serve the section of customers who prefer online mediums like social media to engage with the brands.

To build a positive brand image by engaging with and gathering feedback from customers online.

APPROACH

Although many brands in India have been responding to customer queries & grievances on social media channels, the approach taken is usually manual. This results in inefficient tracking of grievances and leaves little scope for accountability for the customer service team.

MTS India recognized that this could not be the way forward. The brand wanted to do it right—to engage the customer in a way that was both effective and sustainable. MTS wanted to empower its team with the right tools to enable an end to end resolution to each customer post/comment/tweet online.

The IT Team at MTS India began evaluating a wide range of social media tools that would fit the requirements of the customer service and brand teams. An advanced ticketing system and workflow management to close-loop all customer mentions.

After an extensive evaluation OneDirect's suite was chosen as the tool that met all the requirements. In particular, it was able to access data on Indian websites, where telecom service providers draw significant mentions. The high volume of hitherto untracked data came as a surprise and gave MTS India the access to a large, untapped customer segment.

SOLUTION

Solution offered by OneDirect

As websites like Facebook and Twitter have their own APIs (Application Programming Interfaces), most tools including OneDirect tracked social media mentions with relative ease. But Indian consumers also visited many blogs and forums that were structured poorly, and each site presented unique problems. The multi-lingual user base was also a hindrance as well, since online users often employed a mix of English and local languages, an aspect that had stumped international web crawlers. This is one of the areas where OneDirect excels in comparison to other tools available in the market. As black-box technology customized to the Indian context, it employs

complex crawlers and Natural Language Processing (NLP) algorithms to track and process mentions from over 1000+ Indian forums and websites.

OneDirect then filters out actionable from non-actionable data using its own NLP capabilities. As only the actionable mentions needed processing, this reduced the manpower needs for MTS India.

The tool created a workflow by assigning tasks to agents and with a specified deadline. More importantly, as some users were more proficient with certain sites, OneDirect was able to select the right agent for the right job.
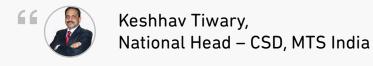
WINS FOR MTS INDIA

- Awarded for achieving an industry-best first-response time on social media at the Telecom Leadership Forum

- Turn Around Time decreased by 340%

- Improvement in overall NPS (Net Promoter Score) by 14 points

QUOTE FROM MTS

We were looking for a solution that could help us in tracking each and every conversation online and ensuring everything is handled end to end, that is where OneDirect has been extremely useful. OneDirect has opened up an avenue for us to have meaningful conversations with our customers. It has been a pleasant journey and we hope to evolve to greater heights in future.

Keshhav Tiwary,
National Head – CSD, MTS India

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OneDirect was launched in 2009 with the purpose
of helping Indian brands overcome challenges they faced
with respect to Customer Experience Management. Since,
OneDirect has evolved as a pioneer in the CEM space with
a suite of world-class products that have been
implemented by revered market leaders. This validation
has strengthened our position as front runners
in customer experience.

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