

Customer experience improvement in Telecom

Customer: Izzi

A commercial brand of telecommunications services that offers telephony, internet, and cable television services, with coverage in more than 60 cities of the Mexican Republic, including the main cities.

Situation Description:

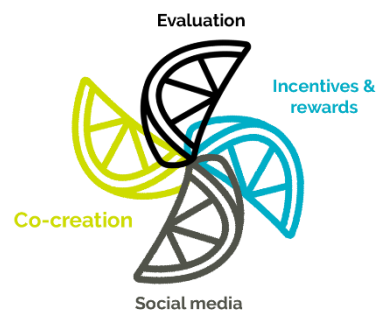
Telecom' company main objective is to have a greater bond with its customers by creating a long-lasting, satisfactory and trustworthy relationship. They didn't have anything to measure the customer experience, losing most of the feedback provided by their clients. To achieve this, the company decided to rely on Limetropy's technology.

How did we help?

Limetropy's team used its talent and technological capacities to develop, a tool to improve its capacity to identify, measure, compare and evaluate the customer experience results while monitoring effectively the improvements towards the objective.

This technology has 4 main tools that allow optimizing the relationship with the customer:

- Evaluation and improvement of customer experience
- Co-creation
- Social media
- Incentives and rewards



Implementation of the measurement program in all contact points (157 stores, 200 modules, 3 Call Center). Identification of the main problems in the service and implementation of action plans, including plans adapted to the main deficiencies detected by customers.

Results:

Positive results were achieved, improving significantly the customer experience model and the process. Also, there was an increase in the last quarter in sales.