

KNOWMAX



Global Telecom Major
**Ooredoo Partners
With Knowmax**
For Omnichannel Customer Support



1.2 Million

Transactions handled on
chatbots



73%

conversations successfully
handled by Chatbot

Problem Statement

Ooredoo Group is one of the leading telecom companies in the world with a global customer base of 116 million and revenue of over QAR 22 billion. They have a strong presence in over 10 countries with market penetration ranging from 20 to 76%. Their major markets cover the Middle East, North Africa and Southeast Asia (southern continent).

They have successfully activation and penetration of 4G networks in 8 out of 10 countries (with constant upgrading across the board). They are also the first major global telecom to offer and sustain commercial 5G networks across Qatar and Kuwait.

“ According to a study: 66% of customers wouldn't complete a business transaction (purchase or interaction) due to bad customer service. ”

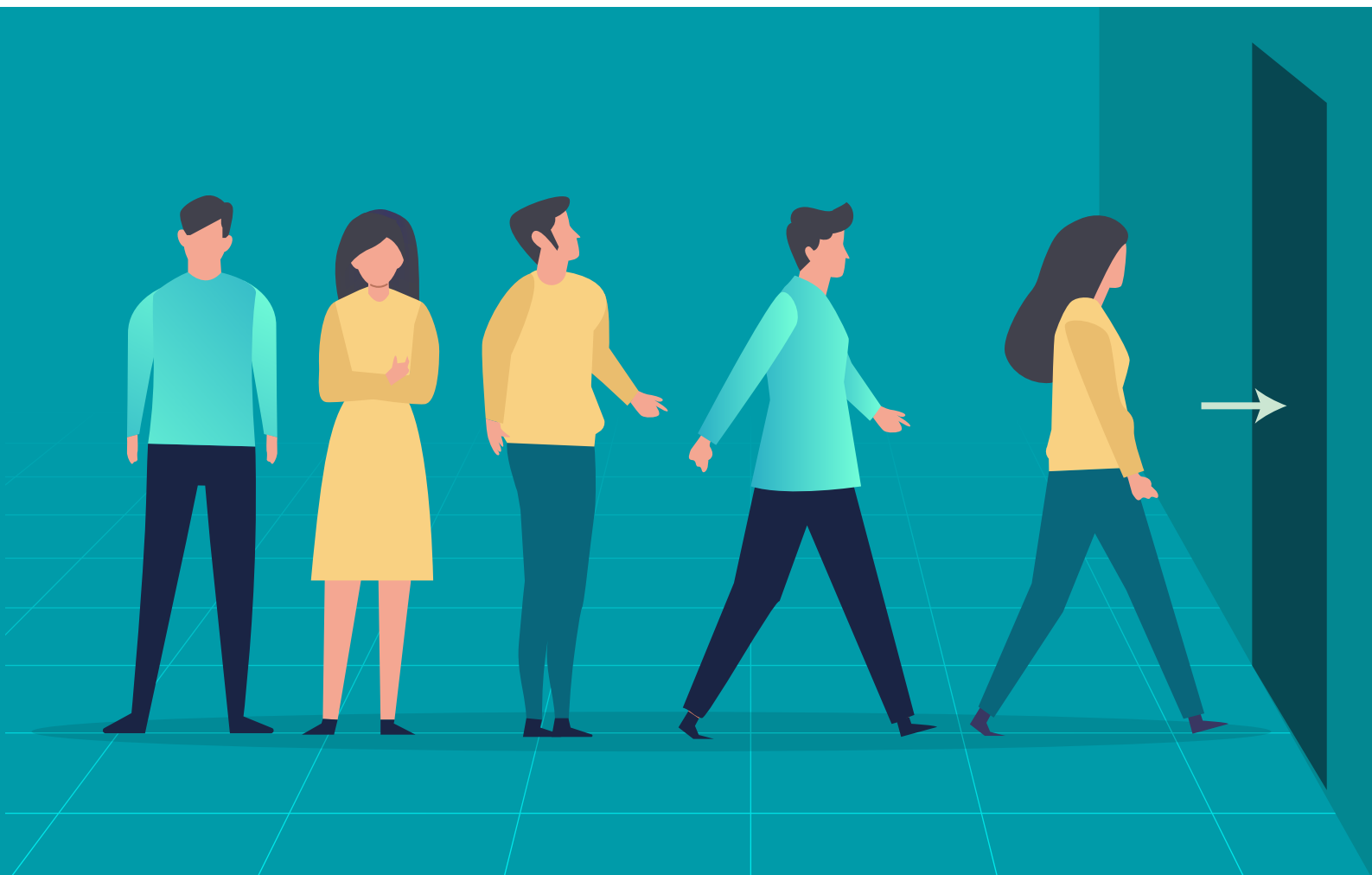
Their major strategic realignment in the past years has been their 'Go Digital' initiative. This drive was intended to:

- streamline internal communication and operational processes,
- boost the overall customer experience with a digital-first approach,
- and structure a seamless knowledge exchange and engagement platform (for internal and external communication synchrony).

Over the years they have had multiple challenges in terms of:

- Customer churn
- Regulatory interventions
- Price competition and changing customer trends
- Macro-economic variations (in multiple countries)
- Currency instability (across countries)

Customer Churn



The company underwent customer consolidation across its traditional markets in the Middle East. They wanted to check this and infuse higher customer engagement in the subsequent years. Even though the company held a strong market share in these places, they were always in completion with their own high service standards.



Regulatory Interventions

There has been flux within the Gulf Cooperation Council (GCC) countries following the accounting and taxation evolution over the past few years. This included the VAT initiative and the IFSC protocols. This led to knowledge and process realignment (internal) across more than 17,000 employees in 10 countries.



Price Competition And Changing Customer Trends

Global customer trends moved from high margin SMS to low margin data services. These trends were of the founding stones of the 'Go Digital' transformation for the company. They pushed through the market corrections and competitive make-up of local markets with strategic Information Communications Technology (ICT) innovations.

This required them to be agile in their content and communication (internal and external) disbursement.



Macro-economic Variations

The Qatar World Cup 2022 would drive digital and infrastructure innovation in the region. The company successfully orchestrated the world's first 5G network in Doha. The company, using the same 5G network, tested the world's first Driverless Aerial Taxi.

Higher and faster data consumption is key for overall development in terms of customer and enterprise markets. The company also wanted to rise above localized economic fluctuations (affecting their revenues) with better customer support and engagement (and better data-driven services).



Currency Instability

The company was entrenched in constant development, market penetration, and ICT innovation in multiple countries. The revenue from these countries tends to mirror their inherent currency instabilities. This affected their overall projections and metrics.

In terms of knowledge management, currency and language diversities required a stable content and knowledge system. They wanted something which could interpret and interact with local inputs and offer perfect-picked solutions, anywhere, anytime (24x7).

KNOWMAX

They Were Truly Global. They Wanted A System That Could Enable Their Ambitions With:

- Intuitive constant support,
- Intelligent interactions and solutions,
- Agile-yet-consistent knowledge exchange,
- High customer satisfaction and NPS,
- Higher customer engagement,
- Lower customer churn,
- 'Go Digital' success.

In-line with their problem statement, they required an upgrade to their core-knowledge management system. This was one common element across their challenges which could be improved upon with the right partner.

They wanted someone with proven customer support and satisfaction record across regions and languages. They also wanted a system partner which could finally enable a truly omnichannel customer support experience for them.

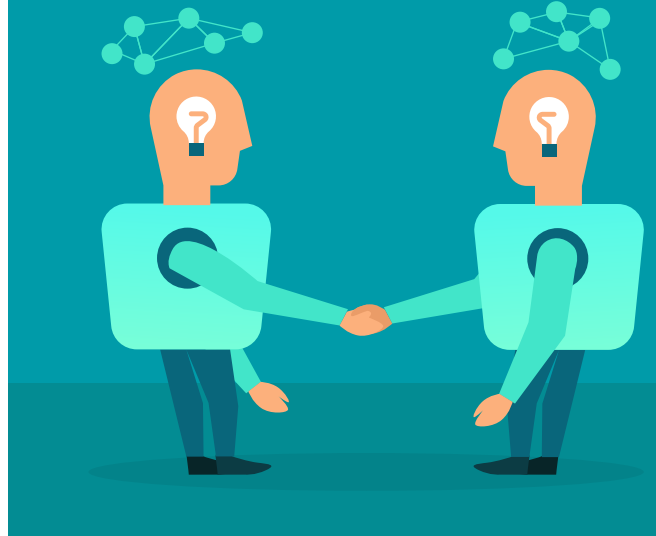
This Is The Point They Partnered With Knowmax.

Knowmax is a pioneering knowledge management system which perfectly aligns and optimizes all internal and external communication processes. It's industry-benchmarking artificial intelligence and knowledge-backed chatbots have been instrumental in boosting end-customer satisfaction and overall Net Promoter Scores (NPS).

Knowmax, with its simple and intuitive interface, has a short learning curve. The main impact of this agile and responsive knowledge management system is the creation of a tough internal knowledge body which is consistent, distributable, dispersing, and conditioned to process optimization.

The company's needs were understood and undertaken by Knowmax. This led to multi-factor success and scaling of resources across all of the company's prevalent markets.

Knowmax from
Knowledge Partner
————— to —————
Knowledge Enabler



Solution

The company has always put the customer's needs above all else. With global telecom trends and increased completion, sustaining customer loyalty was more important than ever.

This Is The Point They Partnered With Knowmax.

Customers prefer their on-the-go support along with their service bundles. Knowmax helped the company not just realize, but also turn into a clear differentiator.

This focus on 'winning' customer support helped the company to build on their service value. Like the price, this value couldn't be replicated by the competition. This helped the company get ahead of the price-wars.

Extensive Knowledge Base

Knowmax' learned and intuitive knowledge management system helped the company create an extensive knowledge base which was complete and, yet, agile. This meant that at any point, any representative could access, learn, and utilize the knowledge from through multiple secure channels.

Agile Knowledge Management

The company, as big as it was, had multiple customer communication profiles targeting multiple countries. It also continuously dealt with regulations and updates from multiple nations around the world.

Suppose, there's some service upgrade in Indonesia which is immediately applicable. Before Knowmax, there was always a lag between knowledge gathering and knowledge dissemination.

This was the time between a change being implemented and it going through the system to the actual representative who would communicate the same to the customer. Within this time, there would be a lot of confusion and dissatisfied customer interactions.

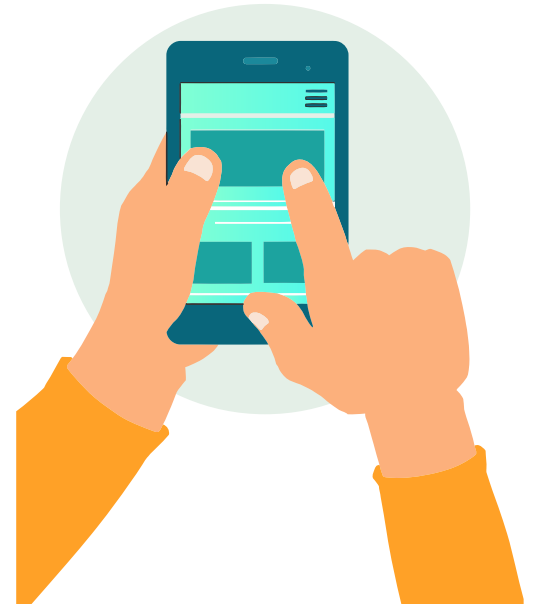


Knowmax cut this 'lag time' to almost zero. With a centralized and agile knowledge management system, the information moved instantaneously, as it was updated, to everyone granted access.

GO Digital

The company's initiative to go truly digital was a perfect response to growing customer trends. This was more than an external communication drive. It had to be, at first, perfect with internal knowledge exchanges.

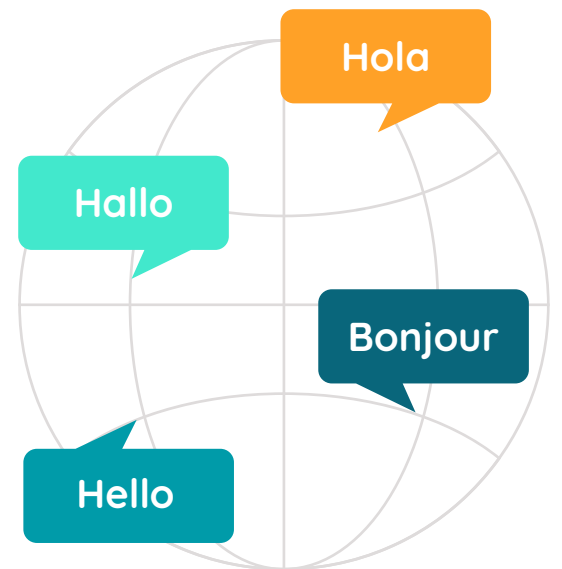
Knowmax ensured the 'Go Digital' protocols were flawlessly implemented. All information was properly standardized and quantified for ideal consumption and application. Every bit was documented and historically updated. This meant that the company's internal knowledge bank 'learned' and grew with time.



Truly Global - NLP

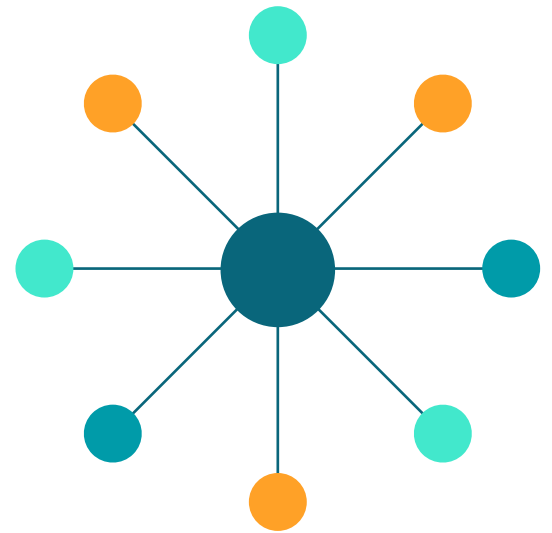
The company was prevalent, and successful, in 10 countries. This spread from the MENA region to Southeast Asia. The company's global ambitions for customer support were fulfilled with the help of Knowmax.

- Knowmax' intelligent Natural Language Processing (NLP) ensured an intuitive, pleasant, and personalized customer experience (across regions and languages) for all.
- The decision-tree backed knowledge exchange was contextualized and directed through a logical and acceptable solution.
- Furthermore, global customer support capabilities made it possible for the company to be responsive 24x7.



Omnichannel Customer Support

The company was able to offer a complete omnichannel experience for its customers with Knowmax. Whether it was direct self-service (customer support) or assisted service (contact centers), Knowmax helped seamlessly transverse from one-mode to another with almost zero process breaks.



Customers were able to use any mode of their choosing, phone, desktop, direct call, etc., for reaching out to the company's support system. Each mode offered the customer a conducive environment with logical decision-tree structured interactions for quick, decisive, and satisfactory resolutions.

Customers and representatives could also follow distinctive and simple picture guides for quick and easy solutioning.

Chatbot

The company successfully implemented Knowmax' intelligent chatbot system at-scale for millions of customers. The chatbot was another significant differentiator for the company.

This chatbot, along with other self-service support modes, were totally interwoven with the extensive knowledge management system. This meant that the system offered structured solutions using NLP and AI.

It also categorized and rationalized the queries for pertinent and timely escalations.



First Call Resolution

This is one of the core metrics of any customer support initiative. First call resolutions (FCR) increased by 12%, which in volume were in a few million minutes.

FCR is directly related to customer satisfaction, product/service adoption, and overheads. Knowmax' highly agile knowledge and learning management were key here. From the moment the representative experienced a call, the system would direct the person through a robust yet simple decision tree format for filtering and directing to its logical conclusion.

Each aspect of the learning was codified so that the representative, on their fingertips, could solve any query from anywhere, any time.



Customer Satisfaction

The company was able to achieve the end-goal of all end-goals, high customer satisfaction with the help of Knowmax. Contact centers and knowledge management are integral parts of overall business sustainability.

Knowmax hence was not just the knowledge partner, but also a vision enabler for the company.



Complete Checklist While Selecting A Knowledge Management Platform

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Disclaimer:

All details in the case study have been sourced and collated internally and with client consent. Any unauthorized replication of the same is not allowed.

About Knowmax:

Knowmax is an AI-drive Knowledge Management Company with benchmarked solutions like chatbots, picture guides, learning management, knowledge base, intuitive NLP support, etc. They are successfully enabling enterprises to boost customer satisfaction, in the United States, in the Middle East, and in (South and) Southeast Asia.

Reach out
to us and
get started
on writing
your own
success
story

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