

# Customer community for Telecom

Reduce service costs, expand service capabilities (24x7), improve performance for response times and increase customer satisfaction with self-service and peer-to-peer support.

Building online customer communities is about creating connections between the people within your organization to the people that buy your products and services. More importantly, they provide a social space where your customers can share their opinions, ideas and knowledge and where your company can provide access to relevant, trusted information at every stage in the customer buying cycle around the topics your customers care about.

The ability to build a real community of customers is a key competitive advantage in this digital age and begins with owning the social customer experience through customer communities. By integrating social and community features, your website becomes a social hub - hosting social conversations that relate closely to your brand and products.

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*'Organizations integrating communities into customer support will realize cost reductions ranging from 10 to 50 percent.'*

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## Gartner

### Meet the expectations of tomorrow's customers

Consumers aren't just buyers anymore - they have evolved. Your customers are online at all times, have higher expectations than ever before, and expect to interact with your brand in a consistent manner across channels. They are informed, connected brand advocates (or detractors) interacting with each other to learn more before they buy. They trust peer recommendations and reviews over company advertisements and product descriptions, and are willing to proactively extend help to others on the brands and products they love the most. Consumers aren't simply purchasing products or services - they are engaging and interacting to drive the buying behaviors of others. And after the sale, they expect to receive efficient, effortless, personalized and online service from your company.

### Drive business value with support communities

Support communities are designed to provide (technical) support to customers and users of your company's products or services. These communities provide a great way to reduce call volume and increase service resolution by engaging and enlisting customers as extensions of your support teams.

Community members answer customers' questions and share information, best practices and how-to tips with each other. As these are also visible for other customers, the amount of solved service cases is increased (on average, 30 people are indirectly helped with a given answer in the community). This also significantly lessens the burden on more expensive channels like phone, email and social media.



# Social customer service as a business imperative

Savvy customer service leaders recognize that developing online customer support channels isn't just a tactic to build future relationships with today's younger customers; online customer service is imperative to appeal to the majority of today's online consumers.

Continued improvement of online service channels and alignment with best practices will increase online channel adoption by improving the ease of service delivery, thereby increasing customer satisfaction and lowering the cost of customer service for companies. When it comes to customer service, you should focus on minimizing the effort that it takes for a customer to get his or her question answered or the issue resolved. This means understanding customer communication channel preferences, focusing on the journeys that customers take across channels, and measuring the success of customer interactions by first contact resolution and customer satisfaction scores (instead of efficiency measures such as handle time or speed of answer).

Taking a systematic approach to ecare can not only reduce costs and improve service but also bring a company closer to its customers, who now actively use digital platforms to research and review products, purchase services, and communicate problems. But achieving this kind of transformation requires rethinking the entire way companies work with their customers.

Social support has developed itself from a forward-thinking operational strategy to a business imperative and one of the most important drivers of measurable bottom-line profits. Smart service and support owners will leverage the potential of social support to achieve their business goals.

*“Today’s customer service leaders must respond to rising customer expectations and acclimatize to the breakneck speed of technology. The pace of change is accelerating. Those that do not start their journey now will be left behind.”*





**Deloitte.**

## Bottomline

Conversations around your brand are taking place on external channels, so why not give customers a branded channel where you can be a part of these conversations? Building a robust online community is an increasingly

solvable problem and its success is measurable. Using our advanced social technology platform, your company can launch a pilot in a few months (instead of years).

This enables you to:

-  Reduce calls and emails to your contact center
-  Build dynamic knowledge bases and increase relevant website content
-  Reduce costs of search engine optimization
-  Gain insights in customer issues and concerns

-  Co-develop innovative improvements for products, services or processes
-  Create compelling word of mouth marketing and social campaigns
-  Achieve richer competitive differentiation
-  Increase customer satisfaction, retention rates and lifetime value

# Case study T-Mobile

T-Mobile, part of Deutsche Telekom, has nearly 4.3 million customers in the Netherlands and is one of the largest telecom providers for consumers and businesses worldwide.

T-Mobile's challenge was to offer customers an attractive brand experience and to improve and strengthen its support. It aims to achieve this by giving its customers ample opportunity to 'have their say' and by increasingly taking the initiative to connect with customers from within the company. The way customers are using support has changed, so T-Mobile offers its support where it is most relevant to the customer. Over the past three years, the number of customer support calls decreased by 60%. This is mainly the result of T-Mobile's investments in easy-to-use online support and the implementation of a policy that promotes finding a solution on initial contact. In addition, customers increasingly choose alternative support channels, such as the forum, social media and

the My T-Mobile app. In order to ensure equally high-level support across all channels, the company started a customer community on its own website.

In the T-Mobile community, customers and non-customers connect with each other and the organization to find an answer to their questions, help other customers and discuss topics related to T-Mobile. The T-Mobile forum has been active for five years and continues to grow. Customers help each other on the forum and provide T-Mobile with valuable feedback on their products and services. The forum supplements all other forms of customer support and proves that customers are capable of helping each other out.

## Community objectives



Increase the number of cases solved and customer satisfaction after contact



Improve the quality of online customer support across channels



Reduce costs in other channels (e.g. the call center or chat)



Involve internal staff and customer ambassadors



**20% of customer contact**

*handled by the community, supporting the company's transformation into a social business*



**€ 2.5M yearly call deflection**

*self-service via the community reduces calls to the contact center by 80%*



**8.5 customer satisfaction**

*and nominated for multiple awards, like Best Social Media Awards 2015*

**225,000+ members**

*5,000+ new registrations each month*

**4 million yearly visits**

*60% via search engines, mostly for service questions*

**1M questions answered each year**

*continuous customer feedback improves products, processes, service & satisfaction*

**25 customer experts**

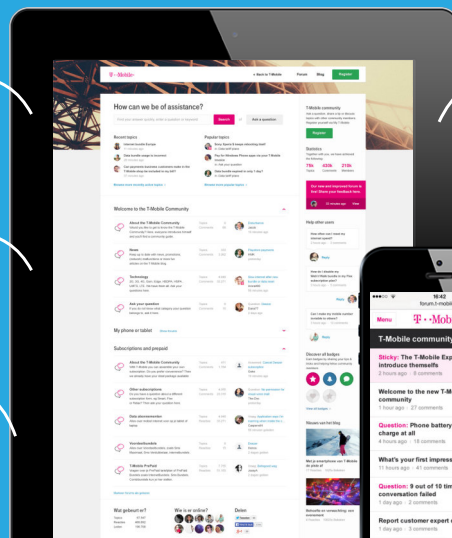
*answer 50% of questions and produce 20% of all community content*

**internal involvement**

*active community participation by depts. like Billing & Order Management*

**community fuels social KB**

*content used in website FAQ, device help pages, loyalty programs etc.*



# We are inSided

As the European leader in social business technology, inSided believes in empowering your customers in order to reduce costs, improve sales, develop better customer relationships and drive innovation.

## Products



### Forums

Create a user-friendly, social destination for customer conversations on any topic you choose.



### Ratings & Reviews

Collect real customer experiences to improve products and services, boost SEO and increase conversion rates.



### Research & Co-creation

Create an open market research or co-creation environment to acquire ideas and optimize products, processes and customer experiences.



### News & Blogs

Tell your story, improve content marketing and drive traffic, conversions & loyalty.



### Product Q&A

Infuse your product and service pages with peer-to-peer Q&A.



### Mobile delivery

Engage your customers anytime, anywhere with a mobile-optimized community.



### Reward Management

Increase community participation and engagement with gamification.



### Facebook Apps

Create a central hub for social conversations about your brand on your Facebook brand page.

## Services

Customer success is a mindset for us. Our services help you to launch a successful community, integrate it into your channels, processes and systems, and keep it healthy and thriving. A dedicated team will assist you every step of the way and help you realize a fast impact on your business.



### Strategy

Social business maturity scan  
Goals & strategies workshop  
Social business case  
Community roadmap



### Concept

Creative community concepting  
Community design  
Social media integration  
Content & activation strategy



### Implementation

Community development  
Testing & quality assurance  
Backoffice systems integration,  
deployment & launch



### Support

Workshops & trainings  
Community moderation services  
Sharing of best practices  
Continuous improvement

Leverage our passion and experience to transform customer interaction and achieve your vision of social business success.



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