CLIENT NAME: CELL C/PARTNER WITH TCS

Cell C is a South African mobile company, offering consumers a wide range of prepaid, hybrid and postpaid products and services, including voice, data and messaging services, offering products and services to 21 million active subscribers.

CHALLENGES:

Cell C's call center system was struggling due to disparate applications, siloed data, and time consuming manual processes. With manual interventions and digital channels that were not resilient enough to provide their customers with a seamless and timely service, Cell C was unable to provide a connected digital interaction to their customers across all channels.

SOLUTIONS:

Akvarr partnered with TCS to assist Cell C to design and implement a next-generation call center management system to deliver a seamless customer experience across all channels using Oracle Service Cloud. With the implementation of Oracle Service Cloud, Cell C's call center team found the CRM aspects of this technology to be much more user friendly and it had fast become a key building block within the digital transformation program. Akvarr's call center solution, leveraging Oracle's Service Cloud, enabled cross-channel reporting capabilities and established a robust knowledge management system. The new system comprised the following features:

- Automated business processes.
- Centralized knowledge management system.
- Community module with enhanced analytical capabilities.
- Integrated disparate customer relationship management systems.
- Real-time reports and dashboards to measure key performance.

RESULTS:

The new cloud-based customer care and management call center solution delivered:

- Enhanced customer experience by 45%
- Enhanced agent productivity by 23%
- Reduced operating costs by 33%