

Customer journey mapping and optimization

Leverage fuzzy matching and machine learning to aggregate and visualize customer journeys, with alerts for major deviations

At-a-glance

A large telecommunications company wanted to understand how their customers move across channels in order to improve their experience and increase the number of problems solved through self-help.

Function

- ▶ Customer service

Industry

- ▶ Telecommunications

Company size

- ▶ > 25.000 employees

Why Contiamo?

- ▶ Ability to connect to many disparate data sources
- ▶ Powerful data science environment enabling the operationalization of models
- ▶ Flexible and customizable user interface for powerful process visualizations

↑ 18%

issues resolved in self-service channels

↓ 32%

average time to solve customer enquiries

Contiamo provided a solution through:



Integrating customer touchpoint data from customer service channels (phone, IVR, live chat, app, etc.)



Using fuzzy matching to aggregate customer journeys, with algorithms identifying optimization opportunities



Visualizing customer journeys, alerting of deviations and tweaking journey to promote self-service channels



Contiamo is a data science platform enabling customers to introduce intelligence into their processes through machine learning-driven decision support and process optimization.

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