



# Buzz Radar Case Study:

Turning around a reputation for slow Customer Service at a Telco.



# Challenge

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Buzz Radar was recently installed at a South East Asia Telco company who struggled manage customer support in real-time, understand their customers, their concerns and reducing the number of user complaints and minimising service downtime were critical KPIs for our client.

They realised that customers were often the first people noticing faults in the product and expressing their feelings on social media. There was an imminent need for those data-driven social insights to be delivered to the relevant departments fast, to be easy to understand and to be effortlessly accessible to a wider audience in the organisation.

# Solution

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From the very start of its integration, Buzz Radar became the core of the clients new customer service command centre and CX initiative. It revolutionised their customer service approach in three main ways:



## #1 - Getting ahead of fault issues for the customer service team.

By using a bespoke combination of push notifications and large heat maps, Buzz Radar automatically captured any negative mentions published online and alerted several teams within the organisation in real time. This enabled key decision-makers to grapple with complex situations or unforeseeable issues faster and in a more precise manner. Examples include a wide array of cases, such as:

- If the operations team noticed that a cell site in a particular area was being complained about, they would rush in and prioritise repairs accordingly;
- If there was an event which increased service usage and people were commenting about poor service, decision-makers could send out a team to temporarily increase capacity with mobile cell sites in the affected area;

The customer support team also used Buzz Radar extensively in the following ways:

- They were alerted to negative tweets about the brand in real-time, thus being able to prioritise their responses according to the level of negativity or the amount of influence a particular poster had. This has had a massively positive effect on their response speed and has led to a 15% improvement in overall sentiment in six months;
- They tracked the overall customer sentiment and used it as a highly visible KPI that would change in real-time based on the performance of the call centre team. This allowed leadership to gamify and motivate their employees, which has resulted in a vastly improved team performance in the long- term.



## #2 - Helping leadership make decisions

Buzz Radar's real-time data visualisation dashboard was also installed inside the client's C-suite, thus providing executives with a high level strategic view focused on updated KPIs and trends that emerged over time. As a key metric, Customer Engagement was benchmarked against existing competitors and past performance. New customer activations were also tracked using a real-time heatmap and trendlines, which were overlaid with total media spend figures aggregated automatically from each ad network. This has enabled executive to observe which campaigns were having a real effect on sales, as well as share of voice and conversations around the brand

So far, the Buzz Radar C-suite installation has allowed for much greater visibility of key metrics, which has led to the emergence of several strategic decisions from leadership and executives. Greater investment in sponsorship of concert events was approved based on the significant uplift in brand sentiment and visibility, as was investment in additional mobile cell sites deployed during major events.

All of these were data-driven decisions that have resulted in increased sales and a return on investment exceeding 50x inside the first year.



## #3 - Facilitating a culture of listening the customer inside the company

One of the leadership team's key objective was to try and bring the wider organisation closer to its customers. They knew that they had to harness the power of both good and bad customer experiences in order to drive positive outcomes and make employees more aware of their own performances. They wanted to shed a clearer light on what happened when things went wrong and how happy customers could be if their issues were resolved quickly.

In order to achieve this, executives extended Buzz Radar's visualisation platforms from beyond their main operations and customer service command centres to screens throughout the entire organisation - which beamed selected UGC from customers and key messaging and insights from the comms team. This was combined with messaging and internal video that could be easily uploaded and managed via the Buzz Radar My Content functionality to effectively create a personalised TV channel for the organisation and make employees aware of the substantial impact their smallest efforts could have on customers.