

# DIGITAL ASSURANCE AND ENGINEERING DRIVES CX FOR A LEADING VIDEO STREAMING SERVICES COMPANY



## About the Client

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The client is a leading provider of video streaming services to television users across homes in the US. They also manufacture digital media players and partner with various over-the-top content providers to stream video content.

## The Client Challenge

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Being a leading streaming and entertainment services provider, the client has millions of subscribers across the US, UK, Canada, France, and Brazil. They manufacture hardware streaming devices that stream customizable content. This calls for timely support, which became a growing concern for the client. Their support system could not cater to all the needs of their growing subscribers, and they began seeing increasing customer churn and dissatisfaction leading to poor customer experience. The client wanted to revitalize CX by plugging in a digital support system, bring support closer to customers on their preferred channel, and create a layer of customer-centric experiences that improves CX and builds sustainable relationships.

## Movate solution

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Movate's solution was based on the following scope of work:

1. Analyze client's typical customer issues and self-service performance
2. Consult on strategies to reduce support calls and improve self-service
3. Tech support – L1/L2 support

Movate's team gleaned over six months of customer data and classified the findings across seven categories. The team studied over 5000+ tickets and categorized them into seven buckets. In doing so, the team could understand how subscribers used the product and got a glimpse of where subscribers had issues that needed support. The analysis helped the team go beyond offering tactical support and adding value by providing detailed recommendations and suggestions that reduced support volumes and increased customer experiences.

Based on the insights, Movate designed the following solutions:

## Digital assurance to improve self-help, self-service

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Movate used its digital assurance framework to provide a robust, user-friendly experience for subscribers navigating the support portal. The framework ensured the following changes:

1. The portal's search engine algorithm was refined and improved for better search and reach
2. Improvements in portal performance and content delivery network for improved CX
3. Updated the client's YouTube channel with more product and guideline videos to help with product adoption
4. Revamped the support section of the website with improved user-friendly, easy-to-consume, visual support material to increase self-service

## Product engineering upgrades to improve product UX

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Movate changed the product's on-screen password UI to help subscribers enter their passwords without much confusion, reducing tickets to support. The team made the following changes:

1. Changed the on-screen password UI to a 'qwerty' pattern from the earlier 'abc' pattern to help customers reduce confusion increase efficiency and speed
2. Provided AI-based heatmaps on the client's application for best router placement in apartment/building for optimal signal availability
3. Updated technical error data screens to display helpful information and how-to guides to help subscribers resolve problems or raise a support request

## Provide L1 tech support

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1. Provide L1 tech support and B2B support (supporting the client's channel partners and distributors) from Chennai, Manila, and Costa Rica
2. Support is provided in four international languages (French, Canadian French, Portuguese), including English for subscribers calling in from the US, UK, Brazil, and Canada
3. The team processes around 45K tickets in a month
4. Consistent CSAT for chat at 86%, for voice at 84%, and email at 87%

## Real-time customer insights through predictive intelligence

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1. Deployed a predictive analytics solution to analyze incoming calls and make meaningful predictions on customer challenges
2. Implemented customer sentiment monitoring to enable agents to better interact with their customers, addressing their issues and alleviating concerns
3. Enabled a historical refresh of customer data to allow agents generate deeper, meaningful insights, personalize calls and identify recurring patterns
4. Created proactive monitoring techniques to identify deviations in customer behaviors and generate alerts of streaming outages

## Enhanced customer engagement with social media analytics

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1. Utilized natural language processing conversational AI algorithms to analyze social media sentiment for brand mentions, track customer conversations, and feedback
2. Created proactive customer retention strategies by developing actionable insights into the target audience's social conversations for better agent-caller engagements

## Business benefits

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1. Increased revenue by up to USD 20K per month
2. Reduced support calls by 18%
3. Single support partner handling over 100,000 interactions with unified forecasting, staffing, scheduling, and real-time monitoring using WFM tools and practices

# About Movate

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Movate, formerly CSS Corp, is a digital technology and customer experience services company committed to disrupting the industry with boundless agility, human-centered innovation, and a relentless focus on driving client outcomes. Recognized as one of the most awarded and analyst-accredited companies in its revenue range, Movate helps ambitious, growth-oriented companies across industries stay ahead of the curve by leveraging its world-class talent of over 11,700+ full-time Movators across 20 global locations and a gig network of thousands of technology experts across 60 countries, speaking over 100 languages.



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