

## CASE STUDY

# Scaling success: A Fortune 500 telco leader's journey to digital excellence



A Fortune 500 telecommunications provider, operating in a highly competitive and ever-evolving industry, faced significant challenges in delivering a seamless customer experience. With multiple lines of business—including internet, mobile, cable TV, and home phone services—the company needed to offer a frictionless and responsive service model to retain customers, foster loyalty, and drive revenue growth.

### The challenge: Disjointed systems and inefficient workflows

Merger and acquisition activity over time had resulted in a number of different, disconnected CX systems. This led to:

- Cumbersome agent workflows bogged down by manual processes increased handle times and frustrated both agents and customers.
- Fragmented customer data hindered effective reporting and actionable insights.
- Limited digital engagement capabilities made it difficult for customers to connect through modern messaging channels.
- Scaling constraints due to reliance on traditional staffing models rather than automation-driven efficiency.

Recognizing these roadblocks, the telco looked to modernize its CX approach and eliminate the inefficiencies standing in the way of its vision for customer service.

### The solution: ASAPP's AI-native messaging platform

The telecommunications provider partnered with ASAPP to implement a state-of-the-art, AI-driven messaging platform. ASAPP's advanced technology enabled seamless integration with their existing tech stack, unifying customer interactions and optimizing agent workflows.

With clear alignment on goals and ROI, ASAPP Messaging empowered the provider to:

- Offer **on-demand support across digital channels**, balancing human expertise with AI-driven automation.
- Increase self-service adoption, **driving higher containment** while enhancing the digital support experience.
- Shift to **asynchronous messaging**, allowing customers to engage at their convenience and reducing operational pressure on contact centers.
- **Blend automated and live support**, streamlining interactions and improving resolution times.

## The transformation: proving the value of AI-powered messaging

By leveraging ASAPP Messaging, the telco achieved:

- **Unified systems and streamlined workflows**, eliminating friction and reducing agent effort.
- Expansion from initial chat support for Care, Residential Sales, and Mobile Support to additional areas, including SMB Sales and Mobile Activation.
- **75% automation containment for troubleshooting inquiries**, ensuring faster self-service resolution while enabling smooth agent escalation when needed.

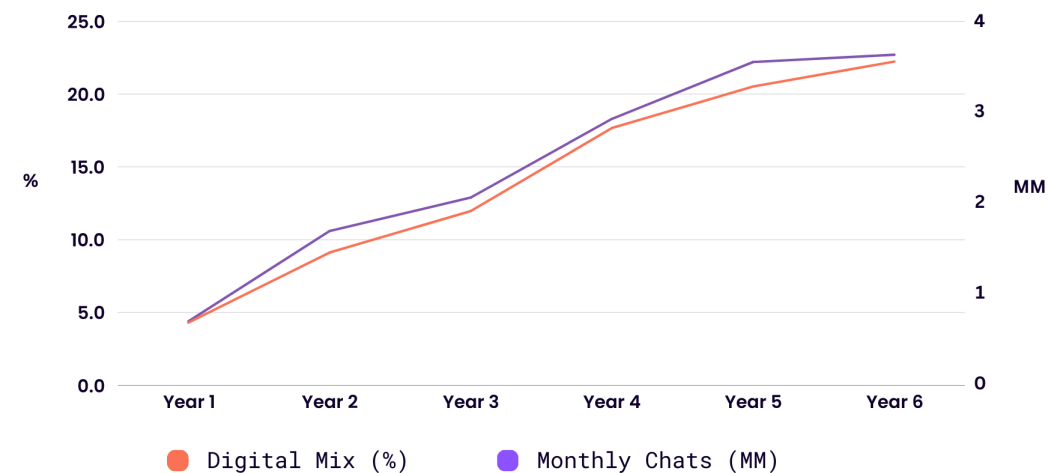
Key capabilities that became central to their CX strategy included:

- **Chat Instead & Proactive Messaging** to deflect calls and guide customers toward digital interactions.
- **Agent Augmentation** with AI-powered suggestions, auto-generated summaries, and intelligent automation to enhance productivity.
- **AutoPilot**, which supported 80%+ of agent interactions with automated workflows and enriched data.
- **Advanced reporting** that provided granular insights, enabling continuous optimization.
- **API integrations** that seamlessly connect customer data with automated support flows.

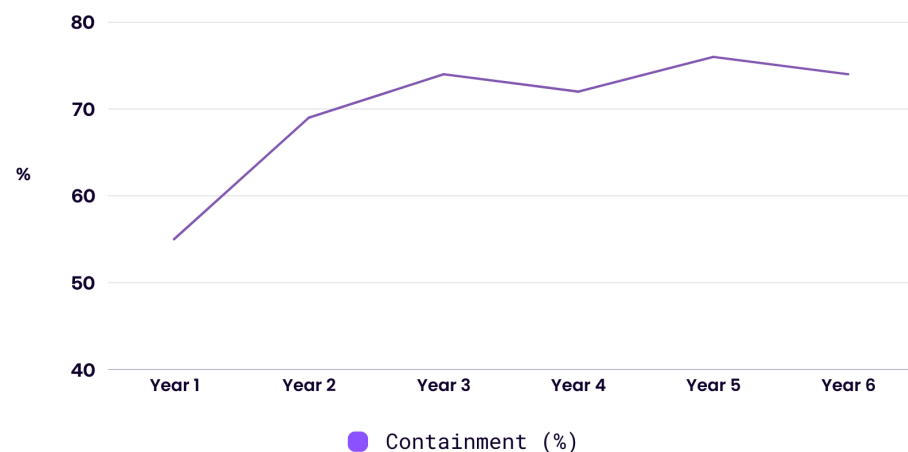
## The results: Five years of continuous improvement

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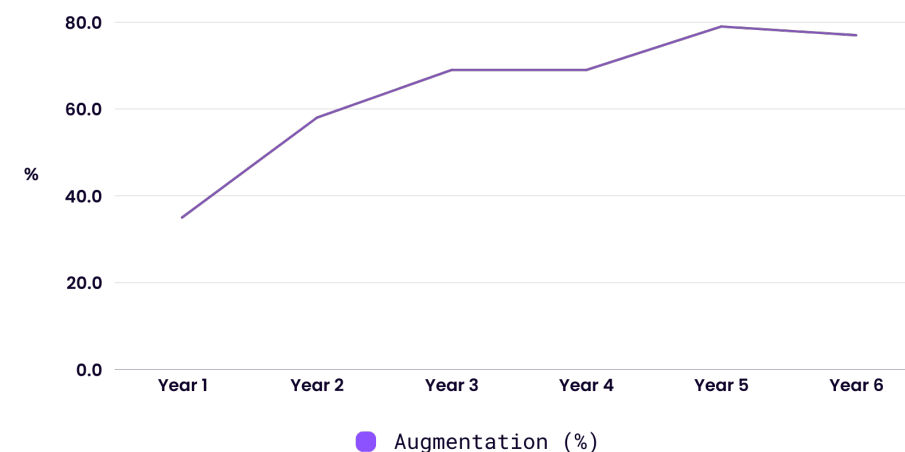
### 1. Greater digital adoption, shifting more interactions from voice to messaging



## 2. Enhanced self-service capabilities, reducing live agent dependency while improving resolution rates



## 3. Increased agent efficiency, allowing for higher concurrency and reducing cognitive load



Unlike voice-based support, where staffing investments do not increase concurrency, digital staffing investment provided a significantly better ROI. With ASAPP Messaging's AI-driven automation, agents eliminated 80% of manual typing, increasing their ability to manage more conversations simultaneously.

### Actionable insights

The collaboration and ongoing analysis revealed that while the telco maintained its pace as the leader in automation, containment is beginning to plateau. Evaluating the top contact reasons for reaching agents, and opportunities based on agent actions, the team found that **driving additional automation would require new capabilities to handle the issues that were still reaching agents**. This leads to the exploration of GenerativeAgent to handle previously non-automatable conversations.

## Key success factors

1

### Rapid wins and a multi-year roadmap

The collaboration between the telco and ASAPP focused on measurable short-term gains while developing a strategic, long-term digital adoption roadmap.

2

### Strong technical partnership

Regular collaboration between ASAPP and internal technical teams accelerated deployment and accelerated time-to-value.

3

### Digital adoption & CX optimization

ASAPP's volume forecasting empowered the telco to simulate different digital shift scenarios, ensuring smooth transitions while managing staffing efficiently.

4

### Containment and automation success

Beyond traditional containment metrics, ASAPP tracked **Flow Success**, measuring the percentage of automated interactions that fully resolved customer issues, ensuring a high-quality self-service experience.

## The Future: Extending Generative AI to Customers

Having successfully unified and optimized its CX channels, and identified opportunities for additional integration and automation, the telco is now poised to take the next step: leveraging ASAPP's [GenerativeAgent](#) to further enhance customer interactions. With ASAPP's AI-driven capabilities already transforming routing, reporting, and agent assistance, the natural progression is safely extending the power and precision of ASAPP's generative AI directly to customers.

Stay tuned for what's next in AI-powered customer experience!

## About ASAPP

ASAPP is an artificial intelligence solution provider committed to solving the toughest problems in customer service. Because we automate what was previously impossible to automate, our AI-native® solutions deliver more than efficiency gains. They redefine the role of AI in the contact center and lay the groundwork for businesses to reimagine their customer experience delivery for the age of AI. Leading enterprises rely on ASAPP's generative and agentic AI solutions to dramatically expand contact center capacity and transform their contact centers from cost centers into value drivers. To learn more about ASAPP, visit [www.asapp.com](http://www.asapp.com).

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