

Transforming Customer Engagement and Marketing Success with Konnect Insights

This case-study highlights how this Maldives telecom brand was able to **better manage social media customer concerns** and **leverage insights to enhance their marketing campaigns**.



Navigating the digital Wave

Introduction

One of Maldives' premier telecom brands faced the challenge of effectively managing social media interactions, ranging from customer complaints to product queries.

They sought a solution that would not only streamline their customer support process but also empower their marketing initiatives with data-driven insights.

The telecom brand was inundated with social media interactions daily, making it challenging to convert these into actionable customer tickets.

They needed a solution that could centralize customer concerns, enable efficient agent collaboration, and provide valuable data for targeted marketing campaigns.



Implementing a scalable and integrable solution

The telecom brand, after due diligence implemented...

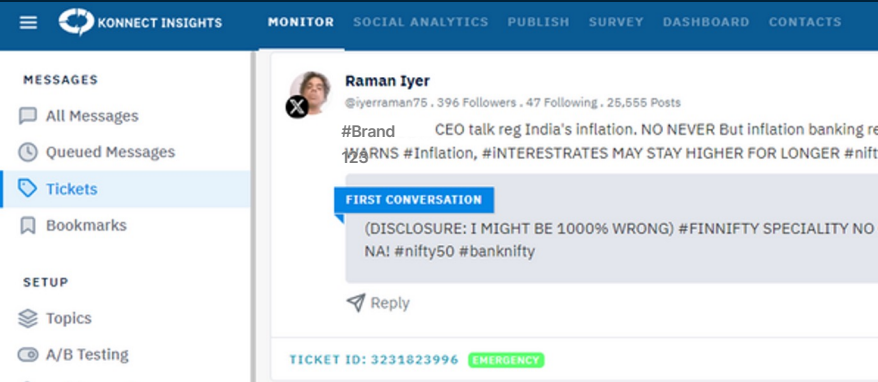
Konnect Insights, a powerful social listening, social CRM and social media management suite, to revolutionize their customer engagement and marketing strategies.



Konnect Insights is an all-in-one platform with a host of advanced features that enabled this telecom brand to not only overcome their challenges but also elevate their social media customer care and experience along with the ability of using the power of data for enhancing their marketing efforts.

**Let's look at some of the
ways the platform helped
the telecom brand >>**

Proactive Engagement and Personalized resolutions

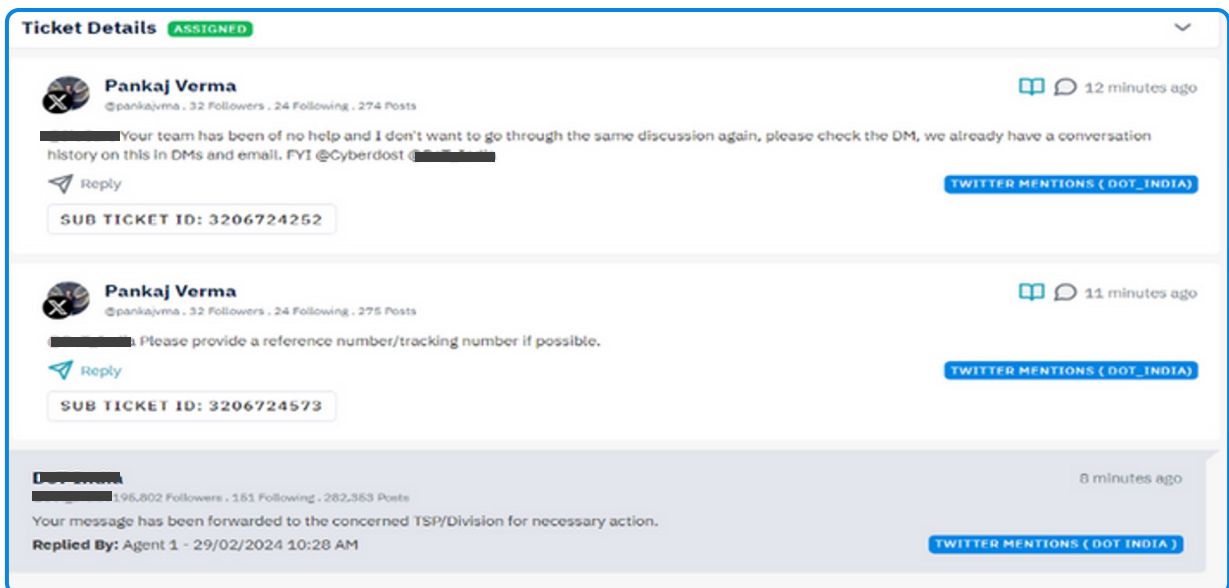


Social Media Ticketing for Seamless Support: Konnect Insights seamlessly captured and converted social media interactions into actionable tickets, allowing the telecom brand to centralize customer concerns effectively.



Enhanced Agent Efficiency:

Agents were empowered with historical social media complaint data, providing them with a comprehensive understanding of customer issues. This led to quicker resolutions and improved customer satisfaction.



Efficient Information Gathering

In cases where historical data was not available, agents initiated direct messages to customers, gathering specific details such as MSISDN, SuperNet ID, Faseyha Broadband Number, and Address.



Customer Success Through Data Utilization:

Konnect Insights seamlessly integrated with Salesforce, allowing agents to transfer customer data as cases effortlessly. This streamlined process enabled the customer care team to conduct thorough investigations, checking for any open tickets from other channels for a comprehensive resolution.

The screenshot displays the Konnect Insights dashboard with the following components:

- Navigation Menu (Left):**
 - MESSAGES: All Messages, Queued Messages, Tickets, Bookmarks
 - SETUP: Topics, A/B Testing, Settings
 - REPORTS: Reports
- Central Feed:**
 - First Conversation:** A message from a customer stating, "Your team has been of no help and I don't want to go through the same discussion again, please check the DM, we already have a conversation history on this in DMs and email. FYI @Cyberdost @DoT_India".
 - Ticket ID: 3206724252** (ASSIGNED)
 - User Profile:** Abhishek Kumar Jha (@abhishekjha, 11 Followers, 50 Following, 231 Posts).
 - Message:** "Fiber goes down in every fortnight, that too for over 72 hours in Ranchi. I don't think this way we are achieving Industry 4.0. @jagorahakkjago Is it allowed to charge for 30 days and services are provided for 20-25 days? Not getting refunds".
 - Ticket ID: 3206717058** (ASSIGNED)
- Analytics (Right):**
 - TICKET STATUS:** 1,503 total. Breakdown: Assigned (447), Assigned Work In Progress (64), Resolved (67), Closed (925).
 - MEDIA TYPE:** 1,503 total. Breakdown: Twitter Mentions (1,423), Twitter DMs (77), Instagram Messages (3).

Seamless Integration with Salesforce:

Konnect Insights seamlessly integrated with Salesforce, allowing agents to transfer customer data as cases effortlessly. This streamlined the process and ensured a smooth flow of information for further processing.





Business Benefits

65% Reduction in Response Time:

With Konnect Insights, the brand achieved a significant reduction in response time to customer complaints and queries.

30% Increase in Customer Satisfaction:

The streamlined ticketing process and improved agent efficiency led to a notable increase in customer satisfaction scores.

400% Growth in Targeted Marketing Reach

Leveraging customer data from Salesforce, the marketing teams saw a remarkable growth in targeted marketing reach, resulting in higher conversion rates.

20% Increase in Customer Retention:

The personalized communications based on customer data led to a 20% increase in customer retention rates, showcasing the brand's commitment to exceptional customer experiences.

Conclusion



By harnessing the power of Konnect Insights, this leading telecom brand in Maldives transformed their customer support process and elevated their marketing initiatives to new heights.

The seamless integration with Salesforce, coupled with data-driven insights, enabled them to achieve remarkable results in customer satisfaction, marketing reach, and overall business success.

