

UNLOCKING ENGAGEMENT:

Telcos can elevate customer care experiences with gamification

Never has customer experience been more important

Companies like Netflix and Amazon set high standards for engagement and personalization

Consumers, in comparison, expect companies to understand and anticipate their needs and to deliver the content and products they want.

When it comes to their mobile devices, customers tend to trust their operator more than OEMs. Each support request a vital touchpoint to enhance loyalty.

Current Telco Customer Care Limitations

Annually, on average, one-in-five customers will face a device-related issue



However, telco care solutions do not empower customers to identify and resolve issues on their own.

Consequences of Inadequate Device Care

Current care solutions are painful for many customers. There is significant friction throughout the process

-19 PT

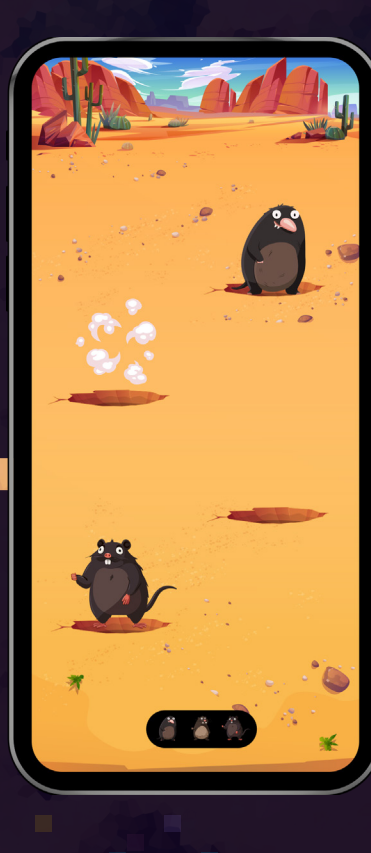
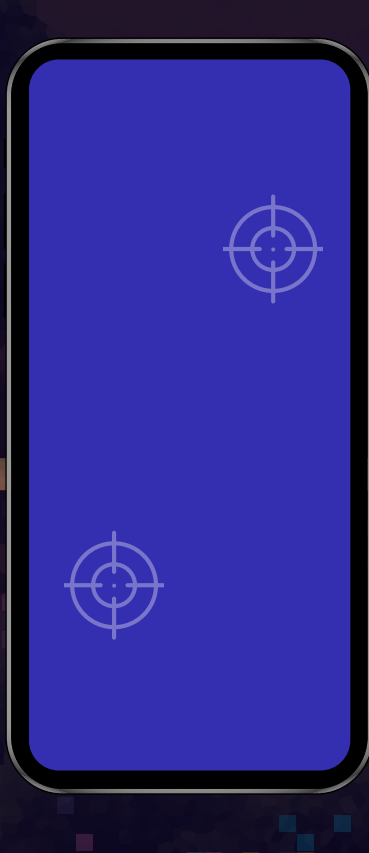
A 19-point drop in net promoter score results from going through any device-related issue

-36 PT

When the issue remains unresolved, the score plummets by 36 points.

The problem is

Many existing digital care tools are difficult to use and include tutorials with static scripts that lack real-time data from the device being tested



Transformation through Gamification

Gamification is transforming device diagnostic assessment by integrating game mechanics into hardware diagnostic testing, making it more intuitive and accessible.

Gamification is perfectly suited to all user types. Operators can through gamification:



Simplify diagnostic testing for inexperienced users



Enhance engagement for experienced users through gamification

Automation: The Supercharger for Gamification

But Remember!

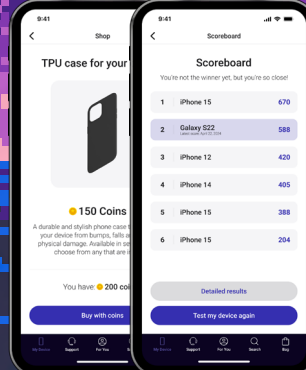
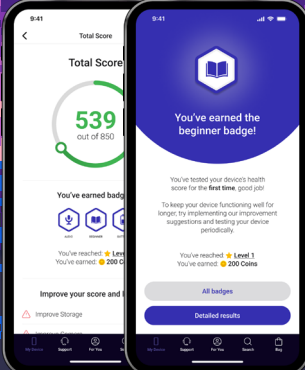


Automation should be used to incorporate gamified elements at points in the customer journey that often coincide with potential friction, frustration or trust issues, such as troubleshooting, or having the user return to perform regular healthchecks.

Preventive Measures Through Gamification

Gamification not only helps to troubleshoot issues, but can be used to prevent them too.

By transforming routine device maintenance into a repeatable experience that rewards users for regular check-ups.



Gamification is a Proven Strategy for Customer Engagement

70% of Global 2000 companies are utilizing gamification, with the gamified learning market projected to reach \$25.7 billion by 2025 through Gamification

70% ➡ **\$25.7**



Case Study Highlight: Vodafone Portugal's Implementation

Vodafone Portugal's implementation of a gamification solution across its contact centers personalized customer interactions and improved retention.

Selecting the right partner

The key to successful scaling is selecting the right partner with a proven understanding of customer behavior and technology deployment.

Get in contact with us to learn more about how gamification and automation can mobilize better experiences for your customers.

Contact Us Today!