



How telecom companies can improve their customer experience?

The Telecom industry has expanded its industrial base from the [satellite phone service](#) domain to a gamut of sophisticated products driven with leading-edge technology. This highly competitive sector has diversified in several verticals to increase its revenue stream, But one that remains unexplored is its customer service.

With digital channeling in the telecom sector, the need for quick, reliable, and effortless solutions for every issue has risen multifold. Customer service in the Telecom industrial landscape has become essential more than ever for a multitude of reasons. Some of the benefits include:

1. Customer retention
2. Increase in sales
3. Positive reviews and recommendations over different channels of marketing

As per a report by [NobelBiz](#), out of the telecom company responses to clients, only 19% of them responded exceptionally while 55% provided poor quality customer response. This statistic underscores the requirement of streamlining quality customer service in the telecom industry.

To improve customer service experience, the telecom companies can focus on these strategies:

1. ***Understand the Customer requirement***

With the emergence of OTT service providers in the satellite phone service domain, competition has been on the rise. This brought in the need for realizing what the customer expects and wants from the service. Understanding the customer requirement is the first step to improving your services in the direction of innovation and delivering tailor-made services. Customers need a human touch in the services and expect the telecom company services to have rote scripts or meaningless phrases by the service agents. They also need quick resolution to their issues across the multiple connectivity alternatives such as SMS, voice, live

chat, etc. Addressing these pain points of customers can have a direct relation to client retention and an increase in revenue.

2. Deploy the technological resources to improve Customer service

Technology has a crucial role to play in the telecom industry. And with the advancement in this domain, [satellite phone service providers](#) have resorted to them for solutions. Industries these days are fully equipped to utilize AI and machine learning like chatbots to improve their customer support.

Chatbots are a faster way to provide 24/7 seamless service to the customers. It also saves time since the companies reply directly to the customers and understand their issues. For repetitive queries, companies have FAQs that offer straightforward answers. Chatbots benefits are unmatched in serving the customers which range from:

- Waiting time reduction
- Personalized interaction with customers to give customer service a human touch instead of mechanical IVR scripts that seem monotonous to clients.
- Ease in accessing information
- Faster resolution of queries
- Enhanced productivity
- Data is stored for easy accessibility, customer expectations, requirements, and further personalization

Artificial Intelligence in customer service does not only resolve issues but also offers great deals to customers to keep them engaged with the brand. AI in the telecom industry also can prevent fraudulent activities.

3. Offer an Omnichannel experience to customers

There are numerous digital platforms with customer presence and they expect their brand to have a presence on those channels for communications. This makes it vital for enterprises to not just stay active on every digital platform but also interact with their client base.

Organizations have a great opportunity to offer a seamless and quick response on the touchpoints to allow customers to have a good experience. Telecom companies can provide live chat support on every digital platform to stay connected with their customers. They can exploit all other engagement platforms such as email, tweet, and chat support calling for a diversified customer experience.

4. *Collect Feedback and Suggestions*

In a customer-centric world, not listening to the client's issues, feedback or suggestions can take a heavy toll on your brand. Not only do the customers get frustrated and pull out of the brand but also market through word of mouth costing the brand huge finances and reputation. However, working upon the feedback and suggestion method where a brand gives its customers the platform to express their views is vital to sustaining in the competitive market. Besides collecting testimonials from customers who were satisfied with your offerings, your brand must also focus on understanding the problem areas of customers.

5. *Act on the customer feedback*

Once your brand is aware of what needs improvement and where they have to shift focus, it can direct its resources towards implementing those customer suggestions. At times, the customer gives valuable insights into the brand services which get overlooked by the brand. These insights when turned into actionable outputs can reap huge benefits for the telecom company.

It can also help in predictive monitoring that saves the company from future failures. It will help the brand to reach out to the customers in an improved solution-based approach which will, in turn, bring a [positive impact on the revenue and reputation.

Driving into the customer-centric approach must always be the prime priority of a company including the satellite phone service providers. Customers are the heart of every enterprise that keeps a brand alive in the digital world by bringing in more sales. It is imperative to keep the client base satisfied by being in constant touch with them and curating products and services as per their requirements.