



Elevating Customer Engagement for a Leading Telecom Retailer

A top telecommunication retailer that sells both products and services.

CHALLENGE

The company needed to equip content managers with vital information and recommended actions to create engaging customer experiences quickly and efficiently.

OUR APPROACH

- Integrated with CRM and CMS: Seamlessly connected their Customer Relationship Management (CRM) system and Content Management System (CMS).
- Developed a Performance Module: Delivered critical page performance data from multiple systems directly on the page, eliminating the need to access separate portals.
- Data Analysis and Recommendations: Analyzed the data to provide actionable insights for improving content findability and boosting customer engagement.

OUTCOME

In just over 1.5 years we achieved impressive results:

- Enhanced Product Finder Tool: Provided recommendations that increased satisfaction with the tool from 70% to 90%.
- 15% Improvement in Overall Customer Experience

CLIENT TESTIMONIAL



“There is nothing better than having a partner with both passion and a deep understanding of our customers to keep us focused on creating the best experiences possible.”

VP Global Digital Sales & Marketing

Ready to Transform Your Customer Experience?
Discover how bespokeCX can help your business achieve similar success. Book a demo today!