GOCare™
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When a customer has an issue - they reach out. Both the customer and your company want to make sure that their problem is resolved quickly. But when the customer is forced to make multiple inquiries, frustration mounts, costs increase and the chances of customer churn increases significantly.
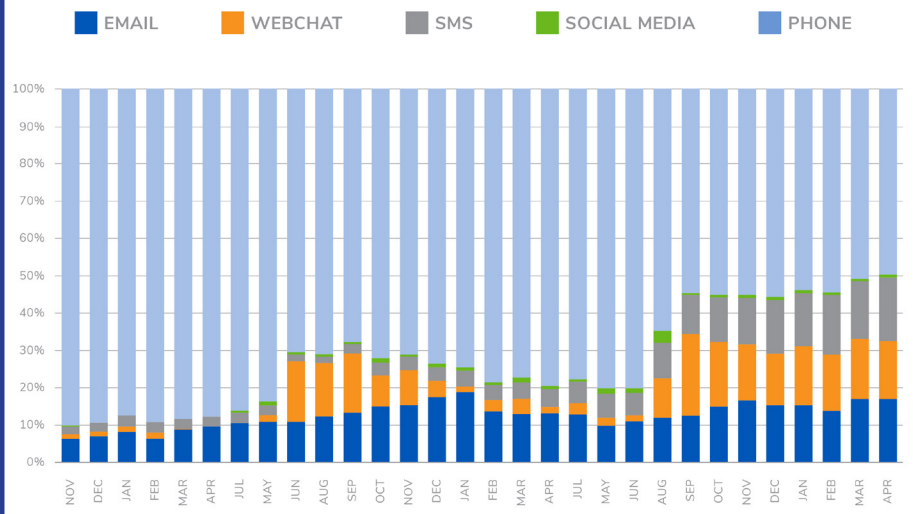
GOCare First Contact Resolution

GOCare partners with your organization to eliminate the barriers to digital channel usage with the ultimate goal of achieving "One Contact, Final Resolution"

REAL-WORLD SCENARIO

GOCare teamed up with a mid-sized ISP that serves mostly rural markets. This partner had a long history of high call volumes. Our research showed that most customers initiated unsuccessful contact through digital channels and then made a second (unnecessary) phone call to the client. By integrating GOCare's Digital Experience Platform (GOCare Connect) the company was able to reverse that trend. As the chart below illustrates, phone calls decreased by over 30% while contact through digital channels rose from single digits to half of all customer inquiries.
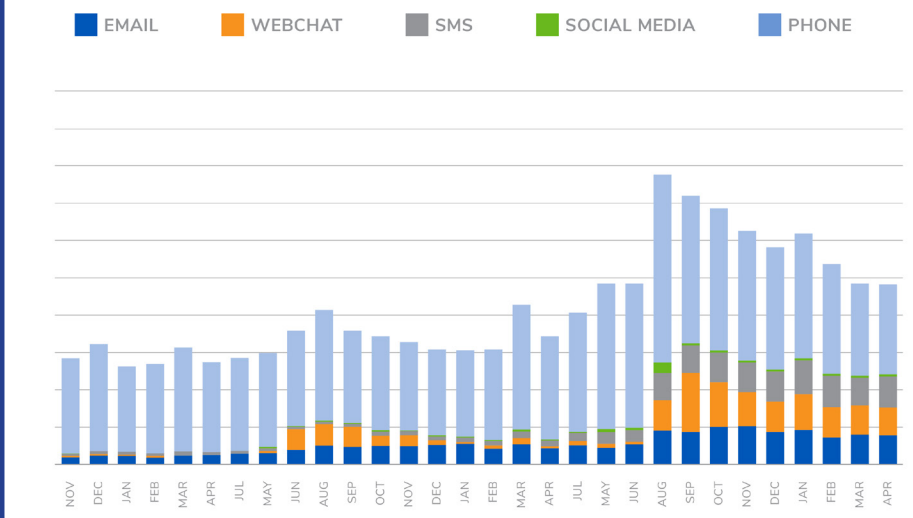
RESULTS

Digital transformation drives first contact resolution. As more customers switched from phone calls to digital channels, problems were solved on the first inquiry. Over the recent 9 month period, digital contacts remained relatively steady, while call volumes declined 50%.

Voice and Digital Allocation of Contacts

■ EMAIL ■ WEBCHAT ■ SMS ■ SOCIAL MEDIA ■ PHONE

The Digital Difference

■ EMAIL ■ WEBCHAT ■ SMS ■ SOCIAL MEDIA ■ PHONE

Contact sales@gocarecx.com for more information or to schedule a demo.