



Tailoring Care to Millions

When Personalization Meets Scale in
Telco Customer Care

Member of  Group



COSMOTE
eValue
customer relationship partner



HOW DO WE DEFINE

OUTSTANDING CUSTOMER SERVICE?

Personalization is key to
exceptional CX, right?

“THEORY” SUGGESTS IT...



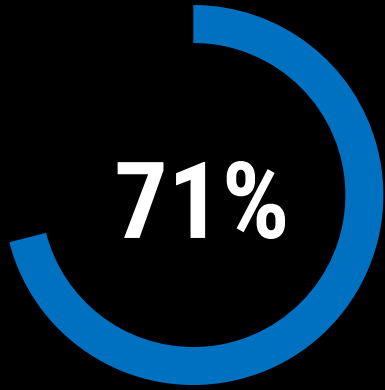
Customers are unique and want to feel unique

Relevant Content leads to Meaningful Contacts

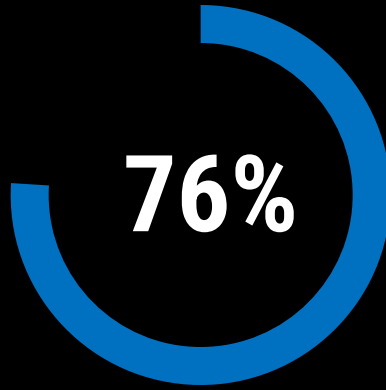


In a world of mass marketing, personalized care makes the difference

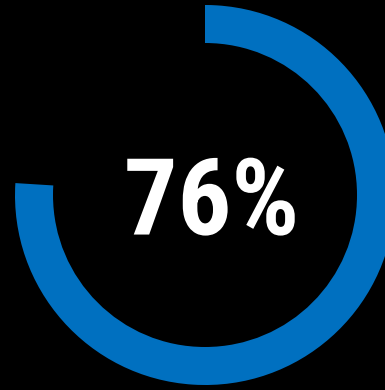
[AND SURVEYS ARE VERY CONFIDENT ABOUT IT...]



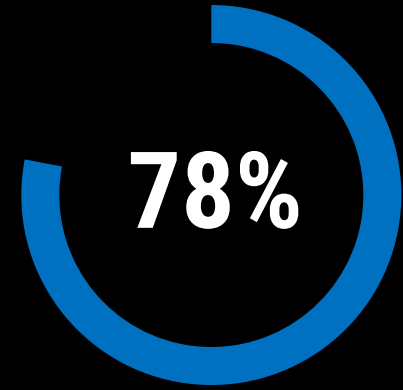
of consumers expect personalization from the companies they choose



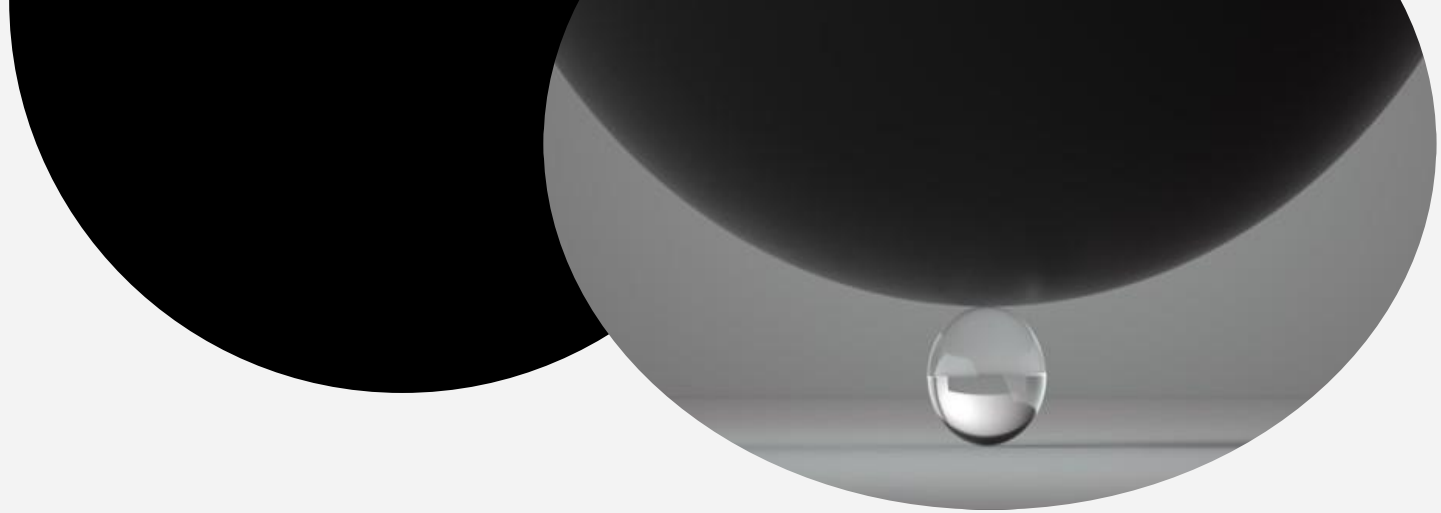
of consumers get frustrated when they don't find it



of consumers are more likely to consider purchasing from brands that personalize



of consumers are more likely to make repeated purchases from and recommend companies that personalize



BUT HOW CAN WE COMPROMISE
PERSONALIZATION AND **MASS CUSTOMER**
SERVICE?



COSMOTE enters the chat...

A SHIFT IN **MINDSET** AND
OPERATIONAL APPROACH IS
REQUIRED

TECHNOLOGY



Employ the advancements of **Data Management** and the capabilities of **automation**.

CULTURE



Cultivate **self-leadership**: critical-thinking, accountability, ownership, empathy and creativity.

MANAGEMENT



Focus on expanding and strengthening people's **capabilities and options** instead of formulating working flows.



SUMMING UP IN **A FEW**
WORDS ...

- **Leveraging technology** maximizes customer insights for superior service!
- Bring **decision-making**, when it comes to customer service, **to the front!**
- **Build capabilities**, not plain processes!

**In a world of impersonal
interactions, personalized
customer care is a breath of
fresh air!**

Guy Kawasaki, Canva chief evangelist

**WHEN YOU CAN'T FIND A FUNNY
VIDEO**



**TO END YOUR
PRESENTATION**