

*When [Human] Expertise  
Meets [Artificial]  
Intelligence*

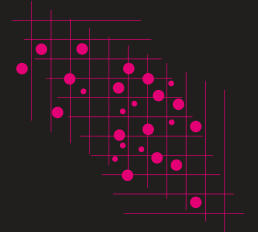
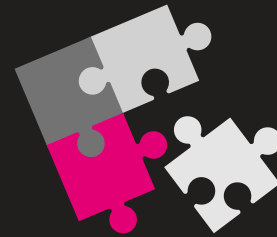
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Hi all!  
This is Chris!



# Most Contact Centers structure their workload by either product groups or CRM-defined customer categories which leads to major weaknesses.

- **Call Routing complexity** is not considering the inquiry's complexity
- **Internal Transfer** and Consult Calls are employed
- **First Level Resolution** is not realizing its full potential
- Impact on **CX** and **EX**



# COSMOTe eValue initiated a new operational philosophy in Technical Support that reflects the peculiarities of COSMOTe TELEKOM telco business



Incoming **Workload** was analyzed and structured in distinct **levels** based on the **complexity** of diagnosis and resolution actions



Levels were matched to troubleshooting **capabilities** and people's **expertise**



Call Center Agents were transformed to **Solution Managers**.  
Principle: Right Expert, First Time!

# NOVUS

This is how we do

# Technology is the key enabler for the new operational philosophy..

AI-powered entrance point in 13888 to effectively assess the complexity of each incoming inquiry based on criteria as:



Access Technology



Service Portfolio



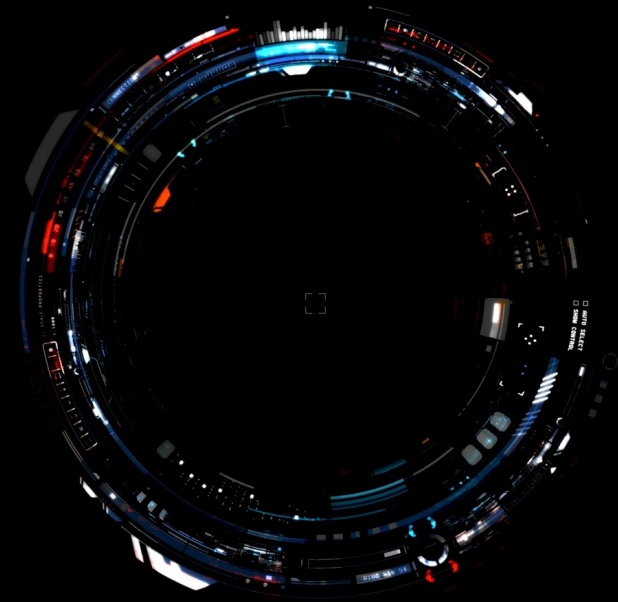
Recent history of contacts



Customer input

Result:

***Intelligent Call Routing that matches call to the right person***



... but People remain the critical assets that drives value in the business.



Structured and innovative training  
framework

Upgraded diagnostic tools

Internal communication ensured organization-wide  
awareness and alignment

**Investment in the Human Capital and  
Engagement**



# NOVUS core concept: Investment in expertise and culture pays off through improved CX and Operational Excellence



Increased % of issues solved in the First Level of Technical Support

**+25%**

in First Time in Fault Repair



Measurable improvement in Customer Metrics

**+10%**

in Transactional NPS



Less workload to next Technical Support levels

**-13%** in Faults forwarded to Field Support



Improved Employee Experience

**>60%** in Employee Experience Promoters



**Do you know** that ...

“Progress often starts with **creating space** before certainty. **Elevator shafts existed before the safe elevator** — vision prepares the ground for innovation.”

**Slides end.  
Value enters the fast lane.-**