

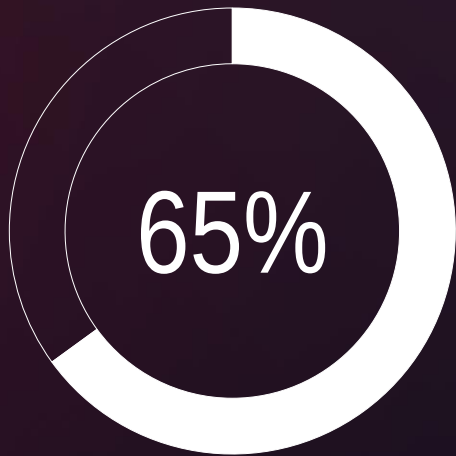
Accelerating Digital Adoption in Customer Service: COSMOTE's Success Story

George Bitinis

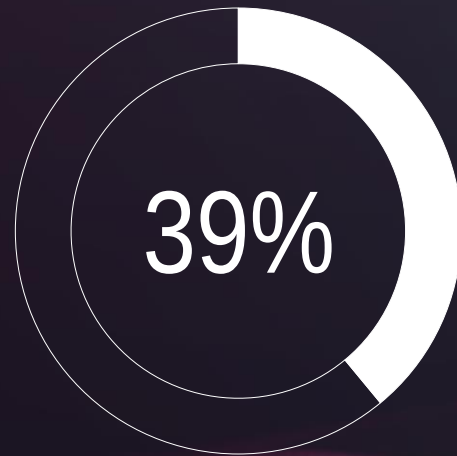
Residential Customer Service & Sales Senior Manager OTE-COSMOTE



In a turbulent environment, where AI brings disruption to the Customer Service Industry, digital channels and self-care pose opportunities as well as challenges.



of Customer Care leaders cited improved self-service as a key-driver for call volume reduction*



of GenZ Customers are more likely to abandon a service issue if they cannot find an answer online**

- Self-care is employed to achieve a **wide range of goals**
- **Self-care as Product:** effective Marketing is required

Key-lessons learned from COSMOTE experience:

An effortless self-service experience starts with making it easy for customers to find it!



- Customers know where to go and what to do
- Easy access promotes adoption



- Just Digital Initiative
- More than 300 use-cases
- More than 1000 SMS per day

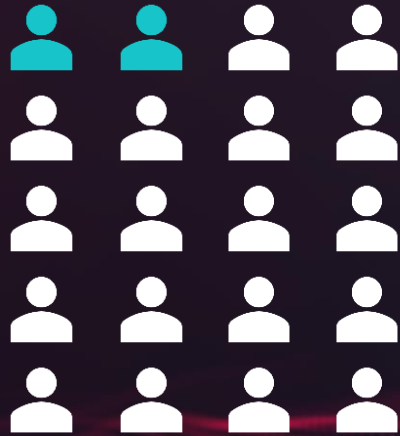


- Train the Customer
- Customer Service serves and educates

Key-lessons learned from COSMOTE experience:

Real end-to-end self-care flows improve customer adoption

only **10%** of
Customer Care
leaders consider
their **digital
platforms are
fully scaled***

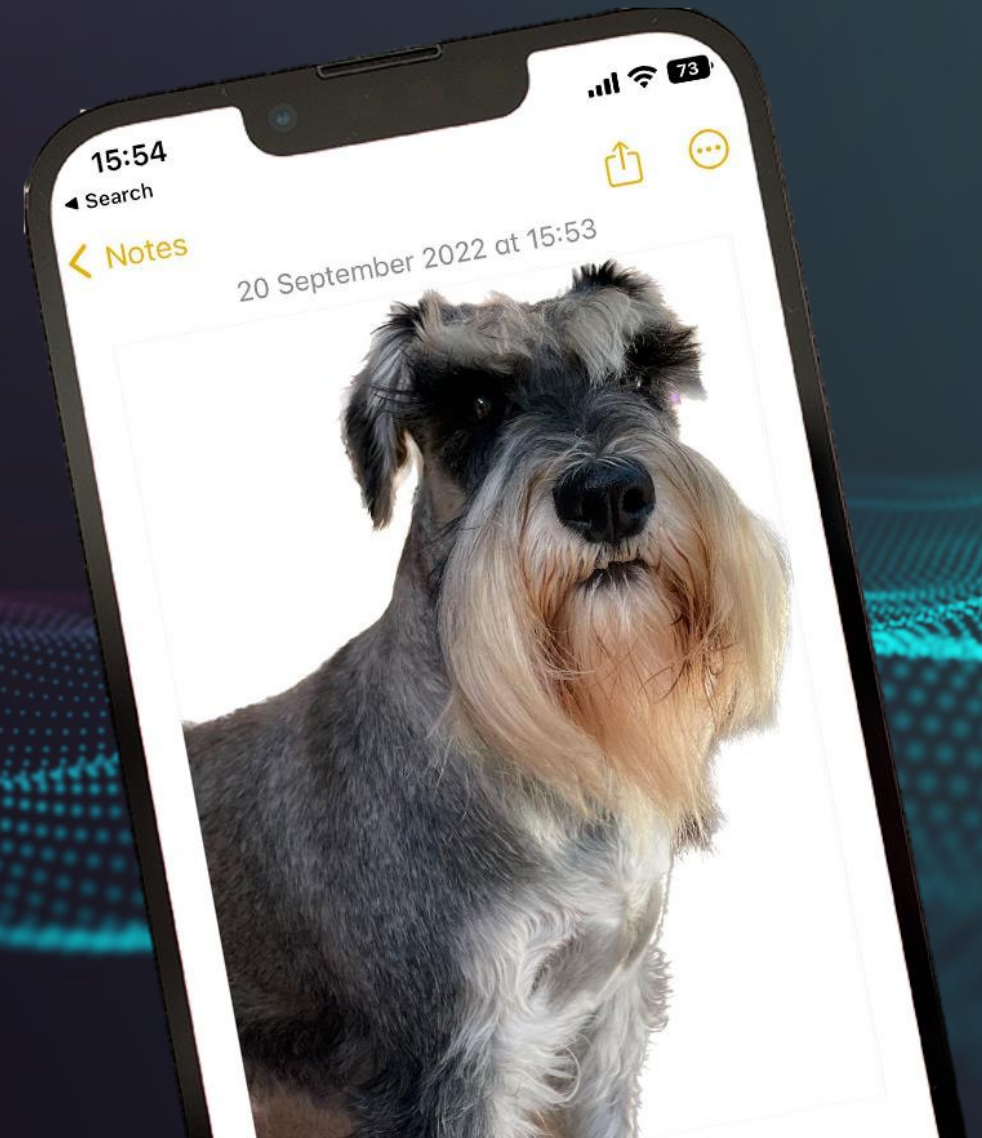


- Leave **no step** of the flow to be performed by **Human-assisted channels**
- Utilize interaction data to **provide the right answers** before even questions are made
- The Case of **Customers affected by Massive Faults**

Key-lessons learned from COSMOTE experience:

Consistency between self-care and human-assisted channels is critical

- Same rules, **same flexibility**
- **Single treatment** no matter the channel
- **Capabilities' gap undermines** self-care in customers' **perception**



Key-lessons learned from COSMOTE experience:

A unified Customer story across self-care and human assisted worlds



Tell the story once
including self-care.

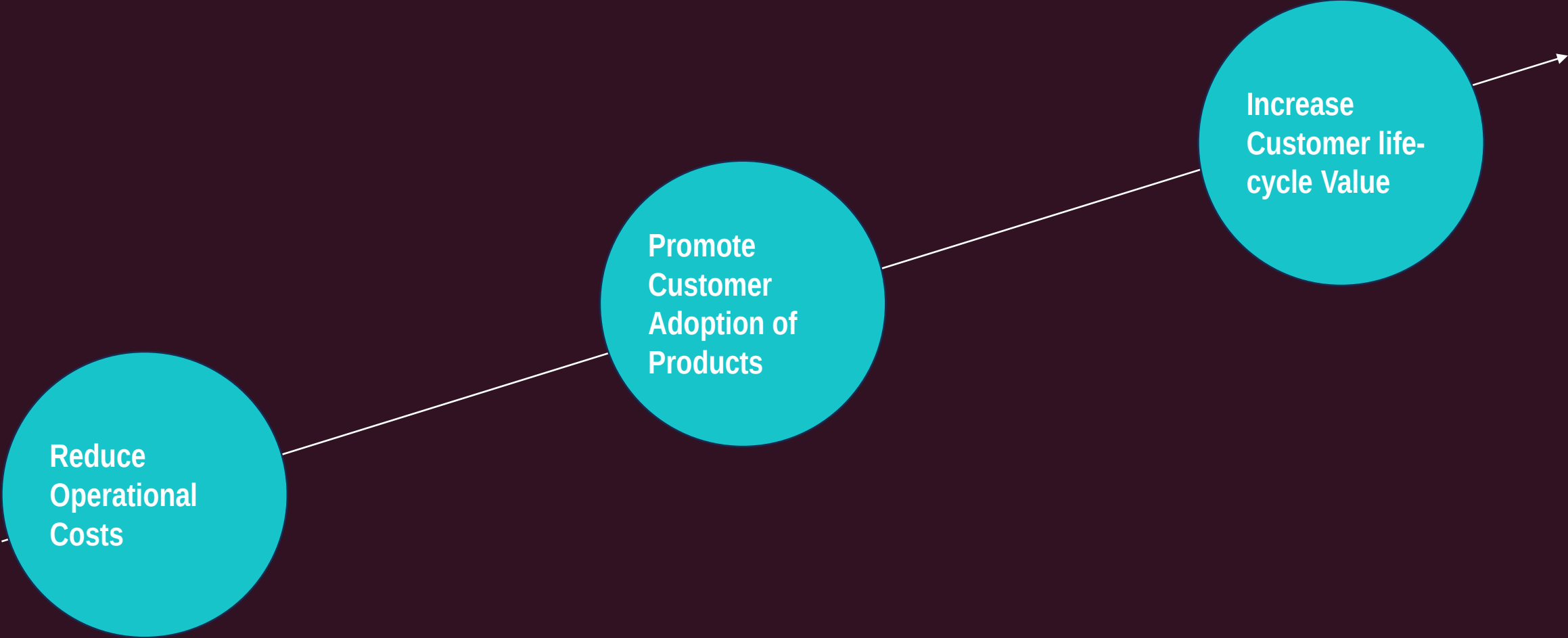


Employ AI capabilities
to provide a brief and concise view of
Customer's history.



**Take a hold on the entire Customer
Journey**
from the very first touch-point.

A thorough and structured approach in promoting the transition from physical to digital enables organization to grasp the full benefit from self-care adoption.



Thank you for your attention!

