

How exponential gains in performance deliver real value for customer experience teams

Real Results. Real Values

45%

Increase in customer
satisfaction scores

30%

Reduction in
operational spend

112%

Increase in
sales conversion

3.2x

Increase in
productivity

ASAPP drives exponential improvement in performance across customer experience organizations, delivering measurable results.

Each company has a starting point and goals that are uniquely theirs – but, there is some commonality in the challenges. Budgets grow tighter. The cost of agents represents a huge portion of customer experience team budgets (often 80% or more.) Consumer expectations are growing. They want to communicate with you on their choice of channels – and they want a highly personalized relationship. And, until now, there's been no real technological innovations to deliver the breakout performance you need.

ASAPP approaches the challenges in an all new way: Reimagining what's possible in customer experience with a focus first on empowering the people that serve your customers.

We're helping some of the largest consumer companies:

- Radically improve productivity, reducing costs
- Improve customer satisfaction
- Increase sales conversion
- Amplify sales productivity
- Enhance agent experience
- Reduce agent churn

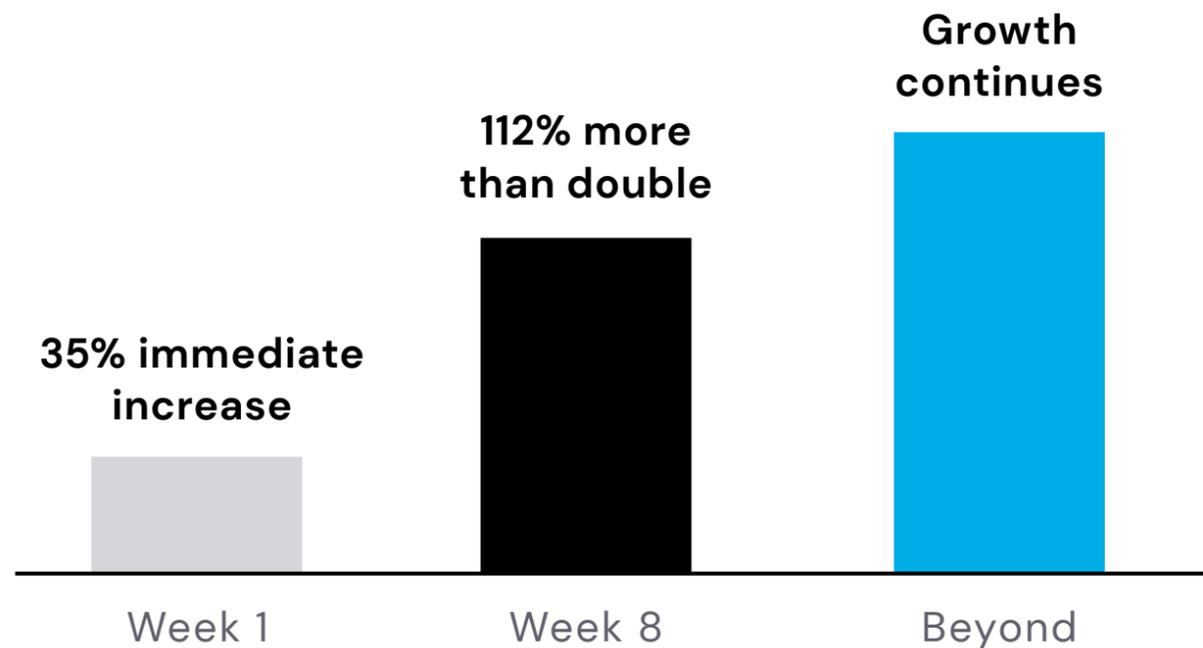
Read on for examples of real results.



Leading global network operator triples sales productivity

>100%
Increase in 8 weeks

This customer saw immediate results – and sales productivity continues to grow.



3.2x
Sales productivity increase

55%
Voice callers shift to digital channels

18%
Average order value increase

45%
CSAT scores increase



Leading global network operator triples sales productivity

Before ASAPP

This global network operator was using a legacy chat platform with limited capabilities providing a fragmented customer experience. The need to improve digital engagement became more acute when Covid-19 hit, retail stores closed, and both chat and call volume increased.

What they did

The company, eager to meet sales needs, deployed ASAPP asynchronous messaging – and actively steers customers to this channel by intercepting callers ready to dial and offering to message instead. ASAPP AI empowers their agents to optimize sales on this channel, with the potential to handle multiple contacts at once.

The value they realized

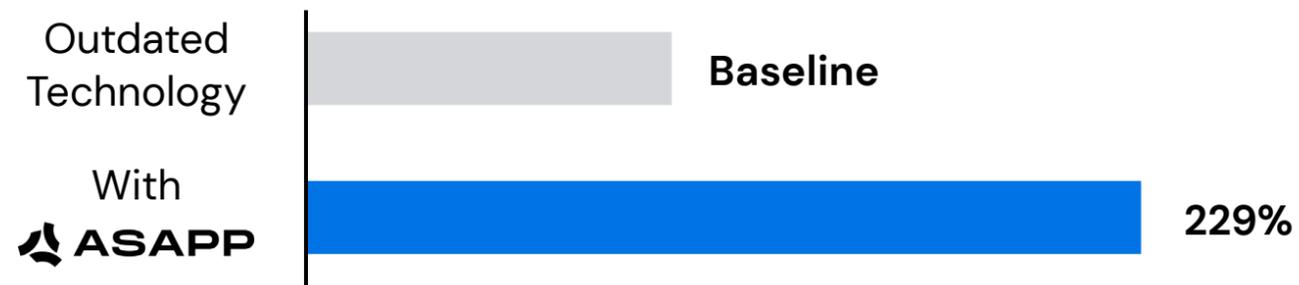
More than half of customers chose messaging instead of calling, when given the option, providing immediate relief. Every sales metric improved – and those numbers continue to climb. Plus, customer satisfaction scores rose 45% in the first 2 months.



Global airline increases efficiency through digital adoption

↑
129%
Throughput increase

Issue(s) resolved per hour



↑
11%
CSAT scores increase

↑
94%
Interaction resolved within digital channels

Effective agent handle time



↑
114%
Fully automated interactions increase

↑
2.2x
Concurrency increase



Global airline increases efficiency through digital adoption

Before ASAPP

This large airline was struggling with lagging CSAT scores, and was eager to provide better service. With outdated CX technology – and no messaging capabilities – customers regularly experienced queue wait times of up to 3 hours.

What they did

The company, looking to improve their self-service options and open more efficient digital channels, deployed ASAPP to 3 lines of business on their mobile app. Within 3 months, the company increased the number of representatives using ASAPP by 50%.

The value they realized

By opening a digital channel on the ASAPP platform, the company increased throughput (assignments per occupied hour) by 129%. This enabled them to serve the same inbound volume with fewer agents. The company will see even greater benefit as they proceed with expansion plans to drive more traffic to messaging, take advantage of additional opportunities to use automation and augmentation to increase productivity, and begin to use the rich data analytics available to manage teams and gain voice of the customer insight.



Top 3 cable company consolidates platforms, adds capability

- **Consolidated Platform**
simplifies system management
- **Concurrent Interactions**
increases agent productivity
- **Customer-Friendly**
increases digital engagement
- **Automated Microprocesses**
reduces agent handle time

52%

Lower cost per interaction

56%

Issues resolved without needing an agent

49%

Increase in assignments per hour

12%

Handle time avoidance due to automation of microprocesses



Top 3 cable company consolidates platforms, adds capability

Before ASAPP

This large cable company struggled with multiple legacy chat systems that used old technology and lacked asynchronous capabilities. Customers, unable to resolve their issues by chat, resorted to calling – and the company was experiencing an unsustainably high number of expensive phone calls.

What they did

The company deployed ASAPP asynchronous messaging for all digital channels (mobile and web) across 5 divisions serving 26M subscribers. For added efficiency they enabled information from their CRM to surface in the ASAPP platform in real time.

The value they realized

The company was able to streamline operations, retiring several legacy chat systems. Customers' needs are very well addressed by asynchronous messaging and AI-driven automation, so call volume is down – and agents are more efficient than ever.

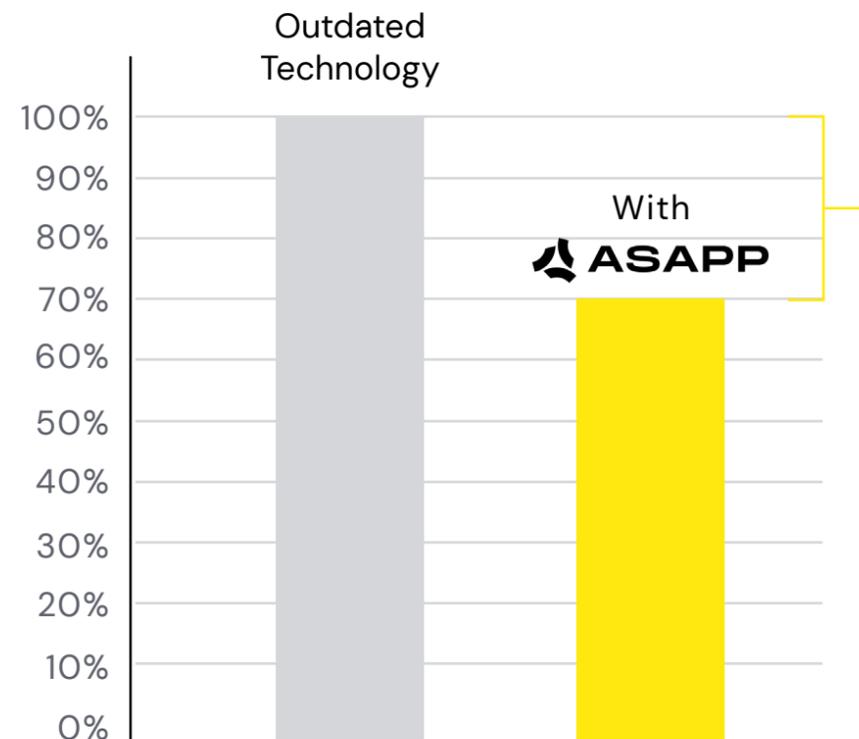


Top satellite TV company realizes huge efficiency gains

30%

Lower operational spend

Labor Costs



↑ Efficiency ↓ Labor costs

Increases in efficiency slashed labor costs by nearly a third – while customer satisfaction scores remained high



87%

Issues per utilized hour increase



17%

Increase in concurrent issues agents handle



96%

Agent satisfaction even with fewer agents



60

 days

First success metrics met, value realized



Top satellite TV company realizes huge efficiency gains

Before ASAPP

This top satellite company was using a homegrown chat solution to enable communication between its second-line product experts and front-line agents. The company was struggling to maintain the high level of service that had earned it best-in-class recognition from JD Powers – and was eager for a remedy.

What they did

The company deployed ASAPP messaging for internal communication between their teams. They also enabled information from their CRM and knowledge base to surface in the ASAPP platform in real time.

The value they realized

The company was able to maintain its leading customer satisfaction scores while dramatically increasing the number of assignments per hour and reducing costs by 30%. They are now implementing ASAPP to augment their agents on their voice channel as well.

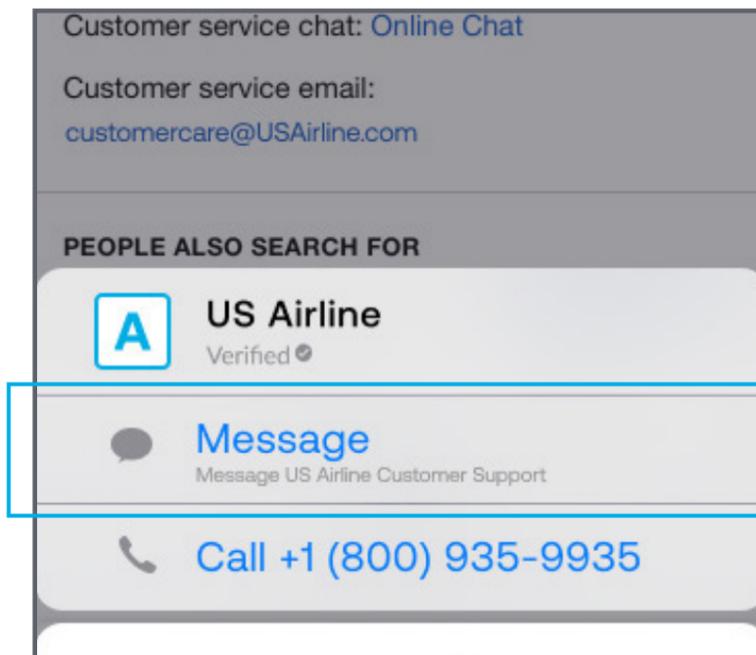


Major US airline gets fast help with surging call volumes

17%

Choose to message vs. call in first days after launch

Message Option



When customers look up the airline's phone number they see the option to message instead – and increasingly choose this option.

34%

Of interactions use automated processes

2.9x

YoY throughput increase

80%

"Cancel trip" intent managed without an agent

<30

 days

Fast start deployment, with value coming quickly



Major US airline gets fast help with surging call volumes

Before ASAPP

This major US Airline – known for its innovation and high customer service standards – had tried a chat application. The application didn't include any ability to augment their agents as they responded to chat. This limited their ability to serve customers effectively on this channel.

What they did

The company, eager to ease call volume as quickly as possible, deployed phase 1 of ASAPP in just 6 weeks. Customers on iPhones see an option to message instead of call. ASAPP AI empowers their agents to provide stellar service for customers on this channel, with the potential to handle multiple contacts at once.

The value they realized

In a few short months, customers have shown a willingness to message. Agents are increasingly using the automation available in their workflows. When COVID-19 struck, ASAPP quickly added new automation to handle “cancel flight” requests. Broader rollout of ASAPP continues.

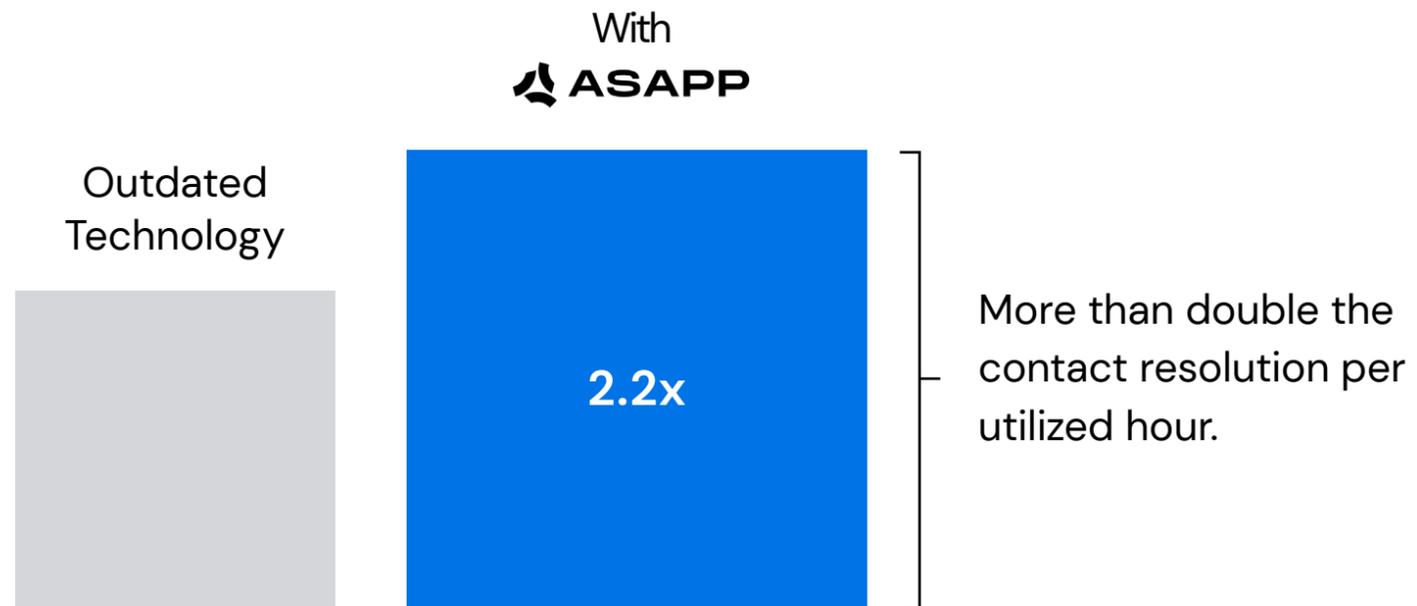


Top cable company increases efficiency and customer satisfaction

2.2x

Agent productivity increase

Productivity



14%
Lower Average Handle Time (AHT)

17%
First Call Resolution (FCR) increase

7%
CSAT scores increase

6 weeks
Initial deployment with quick value



Top cable company increases efficiency and customer satisfaction

Before ASAPP

This top 10 cable company was using a chat platform that restricted agents to one contact at a time, and had no AI-driven suggestions for agents to help customers. They were seeking relief from poor SLAs and poor customer satisfaction.

What they did

The company deployed ASAPP on their website as well as on iOS mobile devices, using Apple Business Chat capabilities to intercept callers and offer messaging instead. They also enabled information from their CRM to surface in the ASAPP platform in real time. ASAPP augments their agents – providing AI-driven suggestions and automation of micro processes in the workflow.

The value they realized

The company dramatically increased throughput – resolving 2.2x the number of cases per hour. They reduced average handle time (AHT) by 14% and increased first call resolution (FCR) by 14% compared to voice cases, handled without the benefit of ASAPP agent augmentation. And, they accomplished all this while also increasing customer satisfactions scores by 7%.

More Success

15%

Customer satisfaction scores increase

Top 4 US telecom company increased digital adoption and improved productivity while steadily increasing customer satisfaction.

100%

Voice calls transcribed

F500 satellite and wireless company serving 10M subscribers increases transcription of voice calls from 30% with previous service to 100% with ASAPP – within 1 month.



Let us model the economic value you can realize when you use ASAPP to achieve exponential performance.

We'll work with your team to understand the specifics of your situation, align on benchmarks and measures of success, and plan your ideal implementation.

asapp.com | ask@asapp.com

