Virgin Mobile UAE keeps customers engaged with on-demand mobile support using Sendbird Desk

2W
time to build

5/5
Customer satisfaction score

100%
Customer satisfaction rating during COVID-19

Background

Virgin Mobile UAE is part of one of the most recognized telecommunication brands. The brand services customers across the United Arab Emirates (UAE), and on any given day, they receive over 1,000 support requests. Virgin Mobile UAE's support team is focused on delivering value for money, constant innovation, and exceeding customer expectations—and that means offering a world-class mobile experience.

Challenge

Virgin Mobile UAE is a digital app-based business unit with no physical stores; every touchpoint that a customer has—from a purchase to a support discussion—is a digital experience. The team knew that digitizing their customer support interactions would differentiate them from other telecom players who still rely on traditional support mediums like phone calls and emails. Their

goal was to provide a 100% digital customer support experience with in-app chat-based interactions that would allow their support agents to interact with customers at exactly the points when they were in the app and had a question about their phone plans or mobile phones.

In traditional support chats, the user has to send a message and wait for an agent to respond. After the chat ends, the session is closed out. If the user needs to ask any follow-up questions, he or she needs to start the process all over again and a new session begins. This requires the customer to give a certain amount of dedicated time to the support resolution. Virgin Mobile UAE wanted the interaction to be more flexible, almost as if the customer were texting with a friend.

On the customer side, they wanted a native chat experience that was integrated into their mobile app and would provide customers with real-time support at the exact time they

needed it. They thought the customer should be able to easily start a conversation and get real-time responses from a support agent. Once the conversation was initiated, the customer should also be able to continue at their own pace and availability in the same chat thread, even if they were unavailable for a response.

On the agent side, they needed an intuitive and easy-to-use agent (or service desk) interface that could reduce first response times to chat requests and improve agent productivity. They also wanted to support customers across multiple channels such as Facebook, Twitter, Instagram, WhatsApp, etc, from the same agent interface.

To create an experience that was tightly embedded inside of their own app, they first considered building chat with internal development resources. After a quick build vs buy analysis, the team at Virgin Mobile UAE decided they would need to buy.

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> With Sendbird we provide a 100% digital customer support experience for our customers with native in-app chat based interactions. Our customers are more engaged and consistently give us a CSAT score of 5/5. My advice to anyone who is digitizing their customer service would be to consider Sendbird as a strategic partner.
>
> **Ozgur Gemici,** Senior Manager at Virgin Mobile UAE

They realized first that building chat internally would take away development resources from their core app. And next, it would be cumbersome to maintain; they would have to continuously upgrade their chat product to keep up with industry-leading developments in chat itself. So they decided to search for a suitable chat vendor that could power the experience for them.

Solution

After evaluating multiple chat vendors, the team settled on Sendbird, as Sendbird provides an integrated chat solution that ties both the customer and agent experience together. Virgin Mobile UAE was able to implement the Sendbird Chat API in its app to create an embedded chat support experience for users and Sendbird Desk to help agents respond to those chats quickly with all the tools they needed to do so in one place.

🟣 Sendbird Chat

Virgin Mobile UAE customers can conveniently request support through a native chat experience within the Virgin Mobile application. Sendbird Chat delivers a personalized, engaging and continuous chat experience for customers with features like typing indicators, the ability to share images and rich media files in the chat thread, and read and delivery receipts so the customer knows when their messages have been sent and read, just like they would when texting a friend on a messenger application.
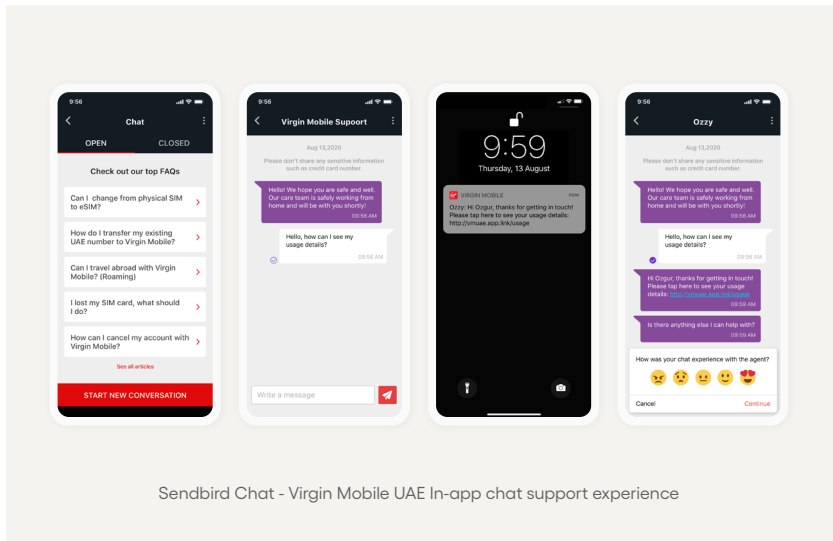
Sendbird Chat - Virgin Mobile UAE In-app chat support experience
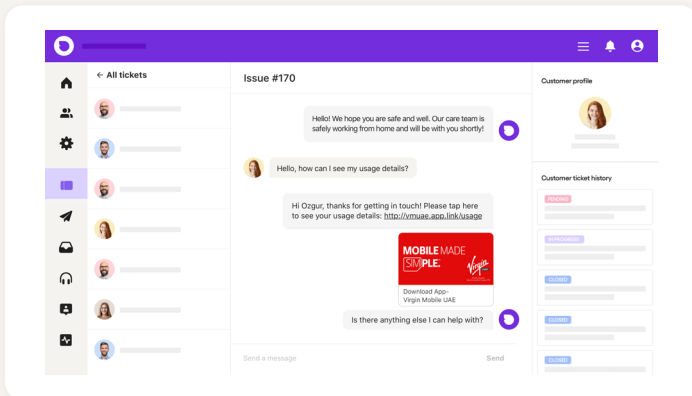
Sendbird Desk

Virgin Mobile UAE agents can now respond to support requests in a few seconds with Sendbird's intuitive agent interface. The multi-channel support feature will funnel support requests from a variety of customer-preferred channels (i.e., Facebook, Twitter, Instagram, and Chat) into one central location. An automatic routing system will automatically assign incoming support tickets to available agents for faster response times. Agents can also tag a support ticket into a particular category and use quick replies to send pre-written responses to customers' general questions.

Virgin Mobile UAE's support agents were trained and onboarded quickly and easily.

Not only has Sendbird Desk simplified their support workflow and increased productivity and responsiveness, but it has also helped them engage with customers during the coronavirus pandemic. Virgin Mobile UAE was able to move its entire customer support operations to a remote work environment with Sendbird Desk, prompting a 100% customer satisfaction rating for their support in such unprecedented times.

Proactive chat

The Virgin Mobile UAE team is also using a new feature in Sendbird Desk called Proactive chat. Proactive chat enables agents to reach out to customers before a support event even occurs.

Sendbird Desk - Virgin Mobile UAE Agent Interface

Virgin Mobile UAE uses Sendbird proactive chat in a variety of ways:

- Proactively contact accounts that are about to expire to secure renewals.
- Offer customers better long-term plans that will save them money.
- Cross-sell or upsell new plans to customers based on customer usage data.

Not only has proactive chat contributed to improved customer satisfaction, it has also improved customer retention and opened up a new revenue channel for Virgin Mobile UAE. Their support agents now act as consultants and concierges who can assist customers in buying new plans and packages.

Results

With Sendbird's in-app messaging and Sendbird Desk agent interface, Virgin Mobile UAE has completely digitized its customer support experience and effectively replaced phone- and email-based support with native chat-based support in their application. With Sendbird, the customer support team at Virgin Mobile has:

- Reduced agents' first response time to seconds
- Improved their Customer Satisfaction Score (CSAT) from 4.5 to 5 out of 5
- Earned a 100% customer satisfaction rating from its customers during COVID
- Won the innovation award at Virgin Mobile

Sendbird helps hundreds of global brands like Virgin Mobile UAE transform their customer experience through it's in-app chat, voice, and video interactions. Learn more about how Sendbird can help drive customer engagement for your brand at **www.sendbird.com**