GVTC Communications, an award-winning telecom company, transforms the way to communicate with customers using AI-powered tech

Providing an all-in-one solution to manage a growing number of digital customer service interactions and streamlining the service ticket routing system

GVTC is an award-winning fiber optics communications provider delivering high-speed Internet, digital cable TV, phone and interactive home security monitoring to residential and business customers in far north San Antonio, the Texas Hill Country, and South-Central Texas. GVTC's wholesale carrier transport network delivers Ethernet data delivery between San Antonio, Austin, Dallas, and Houston, with access to remote Texas markets. The company's philanthropic arm, The GVTC Foundation, is celebrating more than a decade of charitable giving. More than $4.5 million in contributions have been given throughout GVTC's service area.

Chatbots handled 69% of chats from start to finish on average in 2019, an increase of 260% in end-to-end resolution compared to 2017 when only 20% of chats could be handled from start to finish without an agent's help.

"DGTLsuite brought in their technology solutions to centralize our social media operations, service ticket processes, and DXE. Suddenly we were able to work cross-functionally across departments and share information with ease while cutting down on time wasters"
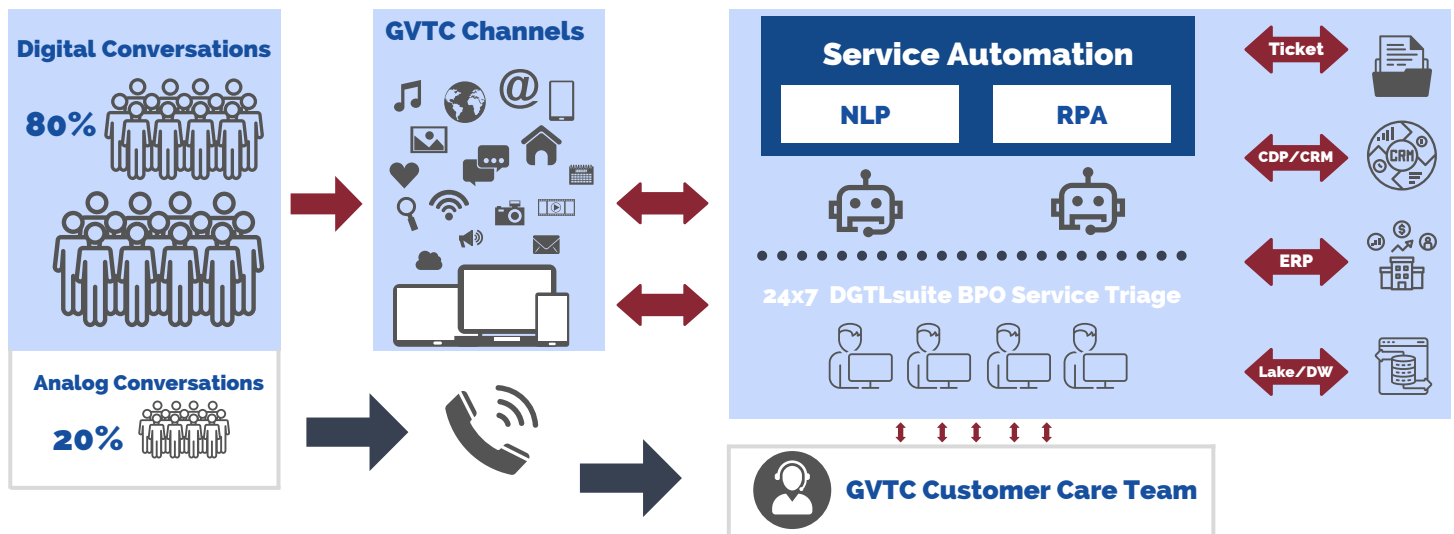
- GVTC Social Media Engagement Specialist

CHALLENGES

- Having a limited team to manage multiple digital channels with 24-hour service resulted in an over-dependence on manual and native platform community management. This led to difficulty finding actionable customer inquiries and a lack of internal support for service resolutions.

- With low customer churn and a growing audience a large volume of inbound customer services needs required assistance, yet many were frequently asked question that could be triaged by many of GVTC's internal departments but did not have a medium to get it its destination.

OBJECTIVES

- Manage digital customer service, engagement, and social media marketing from a centralized platform in order to provide organization transparency and maintain cohesive brand messaging across all of the client's digital assets.

- Build an automated chatbot tool, using AI-technology to sit within DGTLsuite's management platform and GVTC's internal systems to gather and collect GVTC's digital CX data and respond or route each engagement to the correct endpoint.

Digital Conversations

80%

GVTC Channels

Analog Conversations

20%

Service Automation

| NLP | RPA |

24x7 DGTLsuite BPO Service Triage

Ticket

CDP/CRM

ERP

Lake/DW

GVTC Customer Care Team

DGTLsuite

SOLUTION

DGTLsuite's proprietary SaaS solution is designed to provide a series of streamlined processes such as eliminating outdated and/or redundant operations, manual workarounds, lack of overarching data visibility, and increased customer service response rates. The data collected by the DGTLsuite yielded consistent details of which channels, content, and strategies best resonated with the client's customers online and improved overall brand sentiment.

DGTLSuite Tools

DGTL Automate

DGTL Automate + RPA: To make sure the right conversations were met with the right responses 24/7, Automate, uses a combination of natural language processing (NLP) and entity analysis to power a frictionless omnichannel chatbot integration. DGTLsuite's developed a proprietary data collector, a unique ingestion engine capable of taking user interactions and delivering them directly to the most appropriate internal departments for GVTC.

Developed Internal Routing System: Utilizing this ingestion engine, DGLTsuite configured an internal routing system that allows any engagement from GVTC's authorized digital channels to arrive at a pre-determined endpoint. The routing system checks off a series of prerequisites to determine which flow to use and which destination to deliver to. This is a notable example of engagements automatically being routed to a bot that has a multitude of client-generated flows leading to an automatic out-process event.
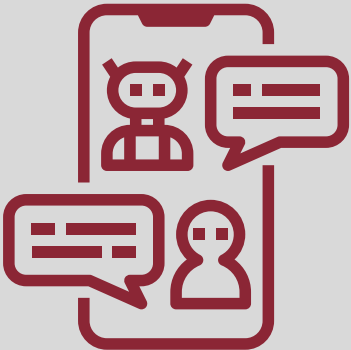
DGTL Engage

As one part of the DGTLsuite, the Engage tool allowed GVTC to manage all inbound and outbound digital engagements from a centralized hub and bridged the gap between the digital, marketing, and customer service teams. GVTC was empowered to work cross-functionally while integrating with its CRM tools. In addition, the tool stores and collects customer data/ contact information from the conversation.

DGTL Analyze

With increased responses and human eyes on each digital engagement came increased visibility and insight to data. The Analyze tool allowed reporting to become simplified and consolidated all relevant information in one place. Analyze provided reporting on keyword volume, tags, progress toward KPIs, trend indications on both positive and negative topics, and a roadmap to digital success.

April 2022

80% OF GVTC OUTPROCESSED ITEMS CONTROLLED AUTONOMOUSLY BY BOT

$106k PER YEAR **COST SAVING** WITH CHATBOT HANDLED ENGAGEMENTS COMPARED TO COST OF HUMAN HANDLED ENGAGEMENTS

201 days per year **SAVED** PER HUMAN AGENT BC OF CHATBOT HANDLED VOLUME