

## **Amanda Garrison**

**CLIENT:** Verizon Wireless

### **INDUSTRY TRENDS:**

Verizon is known for having multiple points of contact to provide an excellent customer experience. However, there's a decline in the net promoter scores due to a lack of consistency across customer-facing channels. Customers are growing frustrated throughout the resolution process. They find themselves forced to repeat their problems and then receive a different response as a resolution. For example, the customer would visit the retail channel and receive assistance, but given a different reply if they contact the call center for assistance. The inconsistency leads to a decline in the customer experience and forces the company to look at ways to retain customers before leading to churn.

### **BUSINESS DRIVERS (AND OUTCOMES):**

To drive business, the client must attract and preserve trust in customers by providing a consistent customer experience in all customer-facing channels. This will lessen the inconsistency across the channels, the escalations for churn, and the need to retain customers with loyalty perks. With consistent customer experience, the client will notice an increase in the Net Promoter scores and opportunities to up or cross-sell by providing a united front amongst all customer-facing channels and an urge to continue the customer journey.

### **TECHNOLOGY PROJECTS:**

Through the use of technology, the client can simplify their systems through the use of APIs. The API will help locate the necessary data across all their systems to a simple interface shared across all customer-facing channels to provide the customer's best options. It also allows the client's systems to manage and communicate to one another to document discussions and showcase action steps to make all customer-facing channels aware. With the integration of technology, the client can find upselling or cross-selling opportunities, thus increasing revenue. This allows customer-facing channels to address the customer's pain points further while keeping the customer's interest peaked and continuing the customer journey.

### **INTEGRATION USE CASES:**

With MuleSoft's Anypoint Platform, the client can connect their systems to a streamlined interface that all customer-facing channels can use and understand to provide the same information consistently. With the new streamlined interface, the data collected will help the representative, no matter what client-facing channel they're a part of, analyze and give the customer the best possible option to continue the customer journey.

### **SOLUTION VALUE PROPOSITION:**

Create consistency throughout the customer experience with technology's help by adopting the Anypoint Platform to manage and drive your customer experience.

With MuleSoft's Anypoint platform, you will be able to

- Connect your systems to manage and distribute your digital assets
- Capture a 360-degree view of customer interactions across all channels
- Focus on lowering churn, growing revenue, and consistent high net promoter scores