

# **Turkcell Global Bilgi** improves customer service with call steering powered by Nuance.

Natural language solution routes Turkish telco customers within 20 seconds, reducing operational costs and delivering a superior caller experience.

## About the company

Turkcell Global Bilgi was established in 1999 as a Turkcell Group company. As Turkey's leading customer relations management center, the company operates with over 10 thousand employees, a capacity of 7,500 agent seats in a total of 18 centers (14 in Turkey, 3 in Ukraine and 1 in Belarus), and over 500 million minutes annual talking time reaching more than 200 million unique customers annually. Highlighted as an industry role-model with a state-of-the-art technology system in Turkey and around the world, the company leads the Turkish call center sector with a 45% market share and is listed among Turkey's top 500 enterprises.

Turkcell Global Bilgi creates added value for its customers by offering a full range of "end-to-end" solutions in areas such as customer services, gaining new customers, telemarketing, technical support, customer retention and loyalty, collections, self-service channels management, social media management and 360° social CRM services, content and marketing management services, U/X (interaction design) services, customer value improvement as well as customer data management and analysis.

Turkcell Global Bilgi manages communication with customers over several channels, including face-to-face service (field teams), telephone, audio and video response systems (IVR & IVVR), e-mail, SMS, the web and social media. Ensuring effective cost control with optimum use of channels for customer contact and technology based

services, Turkcell Global Bilgi is a recognized pioneer in the use of cutting edge technologies such as voice verification, voice recognition and speech recognition alongside its proven expertise in self-service channels in Turkey.

### Company

Turkcell Global Bilgi

### Business Challenges

- Customers losing their way in complex touchtone menu maze
- High misroute rates, agent transfer rates, and operational costs

### Nuance Solutions

- Natural language Call Steering

### Results

- IVR automation rate increased 5%
- CSR transfer rate decreased 5%
- Overall investment returned within 2.5 years of launch
- IVR Channel Customer Satisfaction Scores are 2 points higher
- IVR Channel Customer Effort Score is 5 points higher

## The business challenge

Prior to deploying Call Steering, the Turkcell customer care IVR was a traditional touchtone IVR with complex menus. Postpaid, prepaid, premium and corporate customers converged with non-customers into the Turkcell customer care call center in order to subscribe to services, obtain information on Turkcell tariffs, campaigns, products and services and to make personal enquiries.

The Turkcell customer care IVR also provided a wide range of self-service transactions from bill and PUK number enquiries to tariff change and campaign enrollment. The existing IVR did not make it possible to add new self-service applications. There was a complex touchtone maze and customers were losing their way in the menus. Phone keys were being pressed haphazardly in order to reach customer service representatives (CSRs) as soon as possible. As a result, customers were being transferred to the wrong agent skill group, which meant misroute rates, transfers rates between CSRs and operational costs were high.



## The solution

Turkcell Global Bilgi took a pioneering decision to eliminate the complex menu structure of their existing voice response system and deploy a [Call Steering](#) solution developed by Nuance and Speechouse in order to provide a faster and quality service for their customers.

### Natural Language Call Steering

Turkcell Global Bilgi was the first Turkish enterprise and Turkish telco to offer natural language Call Steering in its contact center. With natural language, callers are simply prompted to say what they're calling about in their own words. The system understands their freely spoken requests and responds appropriately, making the interaction more like a natural conversation.

This experience compares to interactions with a live agent, where callers can ask for things that aren't on a preprogrammed list of expected responses. Natural language technology teaches the IVR system to recognize the caller's intent regardless of the specific words used. As a result, callers are able to interact with the system using their own words.

In addition to providing a faster, easier call experience, the key benefit of natural language Call Steering is that when callers can express their request in their own words, they are more likely to complete tasks within the automated system. This leads to higher containment rates and frees live agents to focus on more complicated caller issues.

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**Fahri Arkan,**  
**IT Assistant General Manager at Turkcell Global Bilgi**

“Nuance Call Steering technology is a highly advanced solution which exactly matches our technological vision at Turkcell Global Bilgi, where we handle over 350 thousand calls daily,” said Fahri Arkan, IT Assistant General Manager at Turkcell Global Bilgi.

People in Turkey proved to be open to innovative technology and comfortable using it. Data confirmed that among the individuals calling the Turkcell call center, 85% were ready for new technologies, independently of age or dialect. This was the catalyst for implementing the project.

### **Teamwork to Deliver the New Paradigm in Turkish Customer Care**

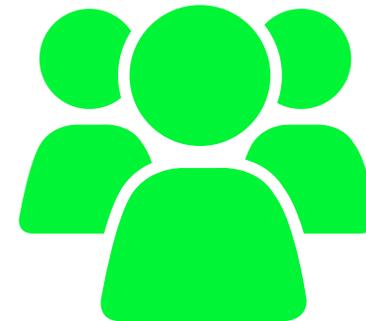
In order to make the application available for their customers' use, Turkcell Global Bilgi chose to partner with Speechouse and Nuance. Together, Turkcell Global Bilgi, Speechouse and Nuance each played their respective role in the project and managed the opportunities and challenges related to deploying this kind of solution in Turkey in perfect collaboration.

One of the biggest challenges stemmed from the richness of the Turkish language and the variety of dialects prevalent in Turkey. In addition, the application needed to support the 150 different action sets that can be performed by a customer calling the Call Center, with every customer articulating his/her request differently.

Turkcell Global Bilgi also needed to comply with new regulations introduced by the Turkish Information and Communication Technologies Authority (BTK) requiring the elimination of long waiting times for people calling telecom operators and internet service providers' call centers. According to these regulations, a company cannot present a main menu which is longer than 45 seconds before offering a transfer to a CSR. The Call Steering solution enabled



Turkcell Global Bilgi to comply with this regulation. The system welcomes a customer calling the call center by saying "How may I help you?" just like a customer representative. Overall, the time it takes for the customer to say why they're calling and be routed to the nearest feedback point is less than 20 seconds. This feedback point can either be the voice response system or a customer representative, depending on the transaction to be carried out.

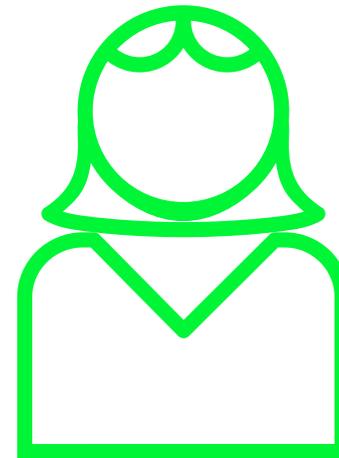


## The deployment and promoting enrollment

Turkcell Global Bilgi started the pilot period in January 2011, opening Call Steering to the use of a small group of prepaid customers. During that time they also opened the system to 4% of the postpaid customers. They determined the pilot users according to the last two digits of phone numbers, and incrementally increased the numbers entering the Call Steering application. During this period, they watched the usage trends of the application and created a list of actions to improve the system and increase the automation rate, the project's main KPI (key performance indicator). In May 2011, they opened the system to all prepaid customers. Now, 100% of over 31 million Turkcell prepaid and postpaid subscribers who call the call center are able to use the Call Steering Solution.

To promote the solution, Turkcell Global Bilgi broadcast an advertisement on prime-time TV which showed Call Steering making life easier for people. In parallel, there was a comprehensive PR campaign including a press release, media and social media advertisements, customer advocates to their network, and word of mouth marketing activities. Turkcell Global Bilgi CSRs also promoted the system and customers readily followed their advice. The application, known as Laftan Anlayan Sesli Yanıt Sistemi, a Turkish idiom for "I understand what you're saying," has since become a household name.

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## Results

“Since launching the Call Steering solution in 2011, the IVR automation rate increased 5% and the CSR transfer rate decreased 5%,” said Sanem Aydın Yayla, IVR Unit Manager at Turkcell Global Bilgi. With the overall investment returned within 2.5 years of launch, the project was a financial success for Turkcell Global Bilgi.

Turkcell Global Bilgi has also proven that this unique solution has a positive impact on customer satisfaction levels, which from their point of view is one of the most critical performance criteria for call centers. Analysis shows that with Call Steering, IVR channel Customer Satisfaction Scores are 2 points higher than with customers using DTMF IVR and the IVR channel Customer Effort Score is 5 points higher than with customers using DTMF IVR. Net Promoter Score is around 70% for the Call Steering application, which is calculated as the difference between the percentage of Promoters (top two boxes) and percentage of Detractors (bottom two boxes) of customers who use the system.

Fahri Arkan, IT Assistant General Manager at Turkcell Global Bilgi said “One of the largest wins that the Call Steering System provides Turkcell Global Bilgi is an increase in efficiency. Services that are otherwise impossible to be delivered can now be provided more accurately and with higher quality. Thus, services provided via customer representative become more focused. Enabling a transaction in just 20 seconds is undoubtedly an added value.”

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Tunca Meric, Technological Solutions and Services Department Head at Turkcell Global Bilgi said, “We set a totally new paradigm. Companies across all the verticals in Turkey are now interested in deploying Call Steering solutions themselves. Turkcell Global Bilgi set the standard with this innovative application.”

## For more information

To view more case studies, videos, and what Nuance customers are saying, visit our [Customer Success web site](#).

More information about the natural language Call Steering solution used by Turkcell Global Bilgi is also available on the [Nuance web site](#).

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### **About Nuance Communications, Inc.**

Nuance Communications is reinventing the relationship between people and technology. Through its voice and language offerings, the company is creating a more human conversation with the many systems, devices, electronics, apps and services around us. Every day, millions of people and thousands of businesses experience Nuance through intelligent systems that can listen, understand, learn and adapt to your life and your work. For more information, please visit [nuance.com](http://nuance.com).

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