CASE STUDY

How machine learning models helped improve Belong's call centres processes and customer satisfaction.

Executive Summary

Belong provides NBN broadband internet and mobile SIM data plans in Australia. Started by Telstra in 2013, they are committed to our planet and were the first Australian telco to go carbon neutral in 2019.

ARQ Group worked with Belong to improve their call centres processes and reduce customer dissatisfaction through end-to-end customer journey mapping and machine learning modelling.
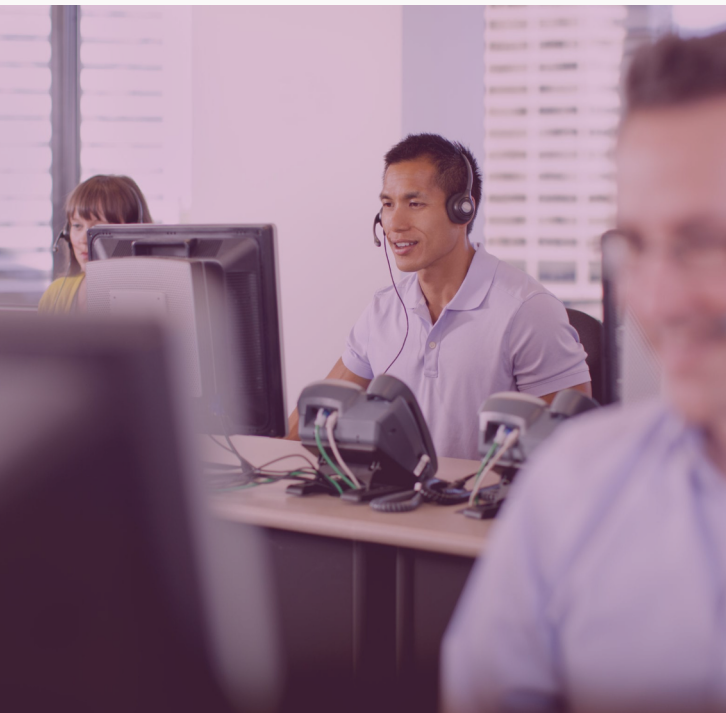
The Challenge

Belong's call centre was experiencing higher than expected call volumes. These high call volumes were costly, created issues with service delivery and indicated that problems in the business operating model were negatively affecting customer satisfaction.

Belong were looking to improve operational efficiency and provide a better customer experience through reducing call volumes. In order to do this, they engaged ARQ to map the end-to-end customer journey and develop a machine learning model to determine why customers were calling, what issues needed resolving and what additional support call centre employees needed to resolve these issues on the first call.

The Solution

ARQ Group worked with Belong to understand their historical customer call patterns and map the end-to-end customer journey. From this, ARQ, with the power of AWS, power of AWS, were able to develop a statistically robust machine learning model to measure and analyse call centre volumes and patterns.

This model has enabled Belong to identify whether customer communications, geographical or other factors have contributed to rises in call volumes.

The Result

Through the partnership with ARQ, Belong has reshaped the future of their business using evidence-based decision-making. They have leveraged the insights and recommendations provided by ARQ to make key strategic decisions about their customer communications and actions of their call centre employees.

These decisions have enabled Belong to improve their call centres operational efficiency which has reduced call volumes and improved overall customer satisfaction.

> *"The world-class machine learning platform we designed and delivered for Belong has enabled them to unlock the value from their call centres data and accelerate change in their organisation."*
>
> *- Daniel Johnson, ARQ Group Executive Director of Go To Market*

Are you looking to accelerate change in your business with ML?

With Amazon's SageMaker, ARQ can build, train, and deploy machine learning models at any scale for your organisation with fully managed infrastructure, tools and workflows.

Amazon's Sagemaker is used by tens of thousands of customers across a wide range of industries and is built on Amazon's two decades of experience developing real-world ML applications.

Amazon
SageMaker
aws

Looking for a ML partner that can take you to bigger, better and faster heights?

Let's talk.

ARQ

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