Brightstar

Improving the customer claim experience by acting on feedback

BRIGHTSTAR
Industry: Telecommunications
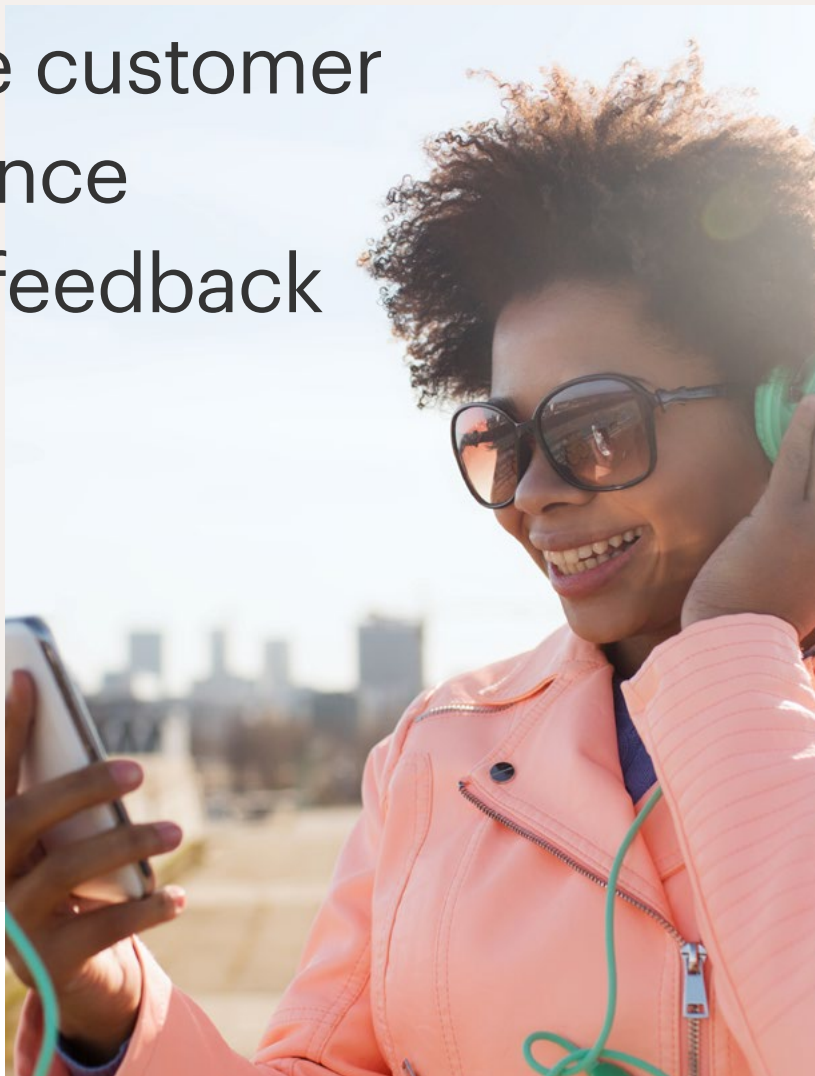
Results with Medallia

60 days

from contract
to launch

25%↓

in calls per claim

25pt ↑

in NPS

Medallia

medallia.com/customers

SUMMARY

- With over 500 agents in global care, handling more than 60,000 claims per month, Brightstar knew they needed a "best-in-class" feedback provider to help them with client listening.

- The Customer Experience team identified three key drivers of Net Promoter Score and began using Medallia to help support their goals of communicating proactively and providing a one-stop service for their clients.

- Using various Medallia solutions—including Text Analytics and Medallia Digital—Brightstar is constantly listening to clients for process improvements and operational changes.

- Brightstar's client claim process has already seen tremendous results, with a 25% reduction in calls per claim and a 10% increase in digital claims versus phone calls.

Ensuring client voices are heard

Brightstar is a global leader of end-to-end device lifecycle management solutions and the world's fastest growing device protection provider. They work with carrier, retail and enterprise customers in approximately 50 countries, touching every stage of a device's lifecycle, from when it's manufactured to the moment it's time to trade it in and re-market it. With over 500 agents in global care, handling more than 60,000 claims per month, Brightstar knew they needed a "best-in-class" feedback provider to help them continuously listen to customers. Previously using a different customer feedback software, Brightstar did not have many self-service capabilities

and survey questions were long. The company needed the ability to have a program that would capture client signals from different channels, use Artificial Intelligence to get to the root cause, with automated workflows to get the data in the hands of employees that could prioritize and drive change. Brightstar chose Medallia to help support their goals of communicating proactively and providing a one-stop service for their clients.

After hiring a Chief Experience Officer in early 2020, the Customer Experience team began listening to customer calls and seeing first-hand how agents handle claims, and what tools they use to handle inquiries. While reviewing customer feedback and reviews on third party sites, the team identified three key drivers of Net Promoter Score (NPS) at Brightstar:

- A faster overall repair or replacement process

- Frictionless risk management fraud detection process to minimize delays

- Steer more customers to a digital claim experience rather than a phone call

By launching a feedback program with Medallia, Brightstar now has feedback touch points along the customer journey to help them close the loop on claims and act on improvement suggestions.

Identifying the root cause behind a claim

In just 60 days from the contract sign-on date, Brightstar launched Medallia. Often, clients would begin a claim online and then would have to call in because their claim wasn't getting resolved. Using Medallia Text Analytics, the team can now read through trending comments to determine what needs to be done to solve things faster.

"

> By finding deeper insights and understanding the root cause behind claims, we learned that many clients had issues with the length of the document review process. Based on that feedback, we began automating the claim document review process, which has helped us shorten the claim journey by an entire day for most cases."

Brian Powers
Chief Experience Officer at Brightstar

In addition to resolving customer claims and ensuring customers are provided an exceptional customer experience, Brightstar also uses feedback to train client account teams. For example, the company saw customer feedback coming in that were complaints regarding customer repairs taking 3-4 days, when they typically only take 1-2 days. The team took that feedback as an opportunity for the account managers to work with external stores to re-train team members so they are setting accurate expectations with clients.
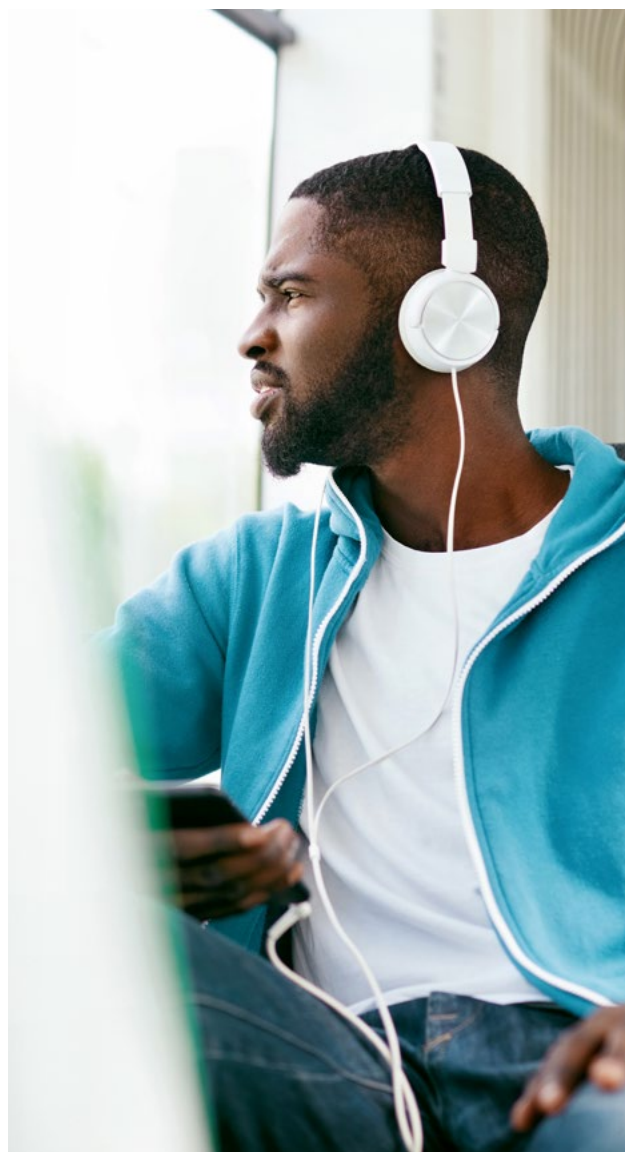
Brightstar also uses Medallia Digital to gather feedback across their websites, which has helped the company deflect phone calls regarding fraud submissions by making it easier for customers to complete the process online. Using Medallia Promote, customers can also share their feedback across 3rd party review sites such as Google, helping the company capitalize on the high volume of feedback to drive more online reviews.

Providing a one-stop service for clients

Within the first six months of using Medallia solutions, Brightstar has made a tremendous impact on the customer claim process. Survey length has been reduced from nine to five questions, helping encourage clients to provide detailed feedback. By embedding the first question into the invitation for feedback, they have seen response rates more than double. Brightstar also captures feedback in six different languages, and the filtering capabilities help the account teams understand who they need to follow up with; whether it be a retail store versus customer care, and so on. Even more important, the company has seen a 25% reduction in calls per claim, supported by operational improvements derived from customer feedback.

More than 500 team members have access to actionable feedback, which helps free up the Customer Experience team's time. Medallia Digital has enabled a 10% increase in digital claim submissions versus by phone, and Google scores have improved by over two stars by using Medallia Promote. In under a year, Brightstar's Net Promoter Score has increased by 25 points, which is a significant improvement, validating the company's focus on ensuring clients have an exceptional experience.

> "
> The program team was excellent in understanding our needs, and the commitment that Medallia could help Brightstar launch quickly was a big selling point for us. This is only just the beginning of a long partnership together."

Brian Powers
Chief Experience Officer at Brightstar

Learn more at **medallia.com**

About Us

Medallia is the pioneer and market leader in Experience Management. Medallia's award-winning SaaS platform, the Medallia Experience Cloud, leads the market in the understanding and management of experience for customers, employees and citizens. Using Medallia customers can reduce churn, turn detractors into promoters and buyers and create in-the-moment cross-sell and up-sell opportunities, enabling clear returns on investment. Medallia.com.

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