



ABOUT

EE is one of UK's largest subscription businesses, backed by the UK's biggest and fastest mobile network, offering superfast connections in more places than any other operator. EE is part of BT Group's Consumer business unit which provides products and services to all of BT's consumer customers in the UK.

NICE SOLUTIONS

- [Interaction Analytics](#)

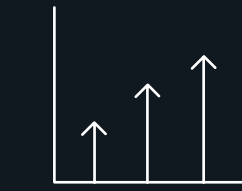


CHALLENGE

EE's ambition is to become the UK's most personal, customer-focused brand. To do this, they wanted to focus on a number of initiatives to improve the customer experience. This included driving down serious escalations and complaints, improving the experience their customers receive when they call in and offering the most personal sales experience. All of this had to be achieved whilst maintaining a focus on regulatory and internal compliance measures.

SOLUTION

EE upgraded to Interaction Analytics and began implementing initiatives to understand a variety of issues. This included uncovering better coaching opportunities for sales agents, tracking fraud patterns, ensuring regulatory compliance, experimenting with sentiment as a quality KPI and supporting agents in dealing with difficult call scenarios around domestic violence and poverty.



BIG CHANGES

10 CALLS

Coached in 30 minutes

REDUCED

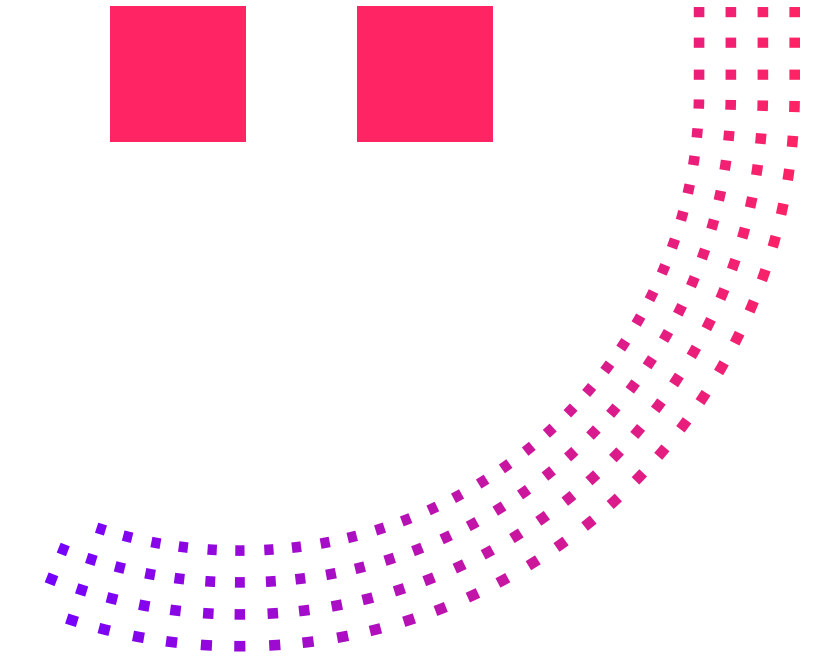
Complaints with regulatory body

GREATER CONTROL

Of compliance gaps

IMPROVED

Fraud detection



17,000+
Guides onboarded



“Interaction Analytics puts science behind our initiatives and gives us the tech we need to make them happen.”

SIMON MORAN
CUSTOMER INTELLIGENCE MANAGER
EE