

Telco CX leaders 2022

Asia-Pacific edition

An insight into Spark New Zealand



5.

Spark NZ

Perfecting self-servicing tools to drive CX



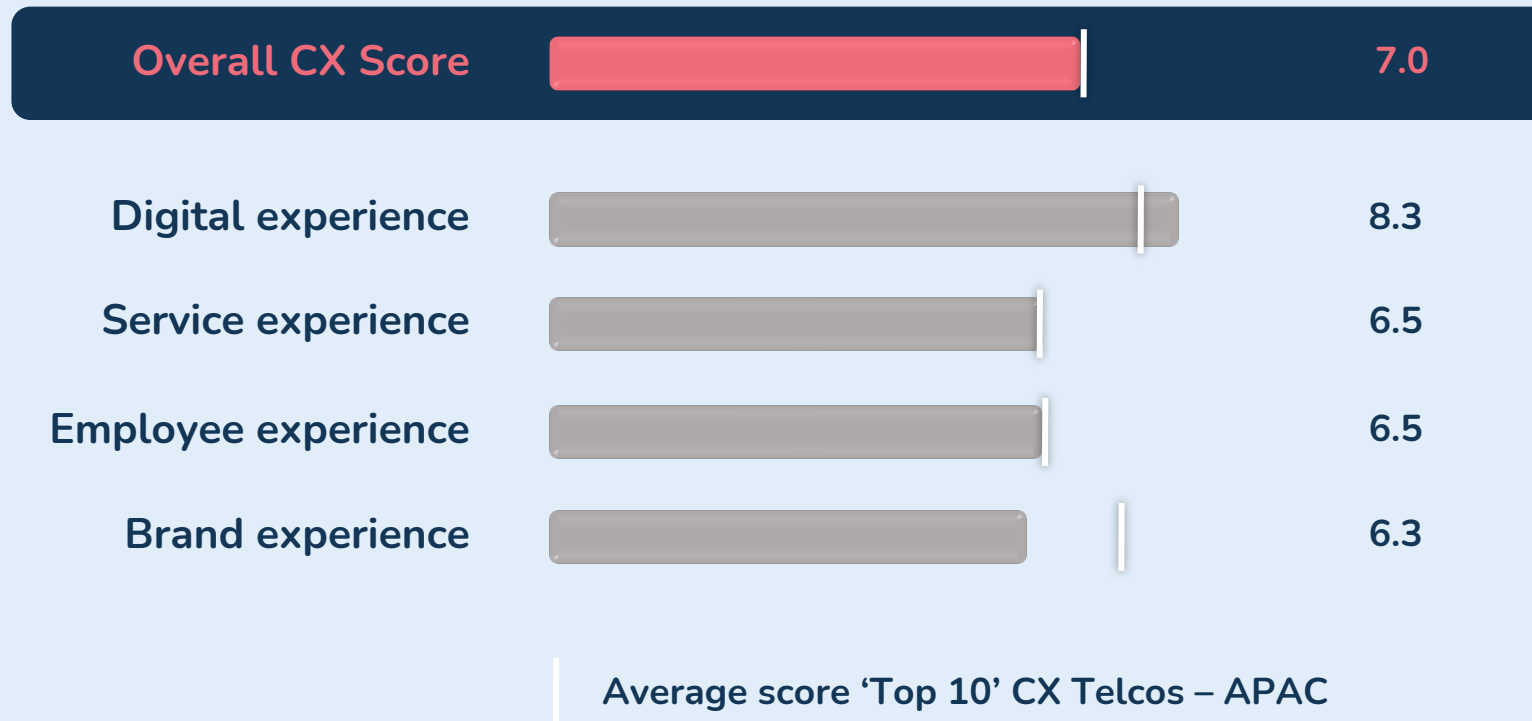
Jolie Hodson,
CEO



We have continued to improve our service experience...This improvement is largely the result of better digital self-service options... In 2020, monthly customer care volumes reduced by 28 per cent. We also saw an 18 per cent increase in online chat interactions, and our chatbot Ivy is now resolving more than half of these chat interactions – which further improves resolution times.

Performance on twimbit CX Framework

Enhancing 'self-service' using bots

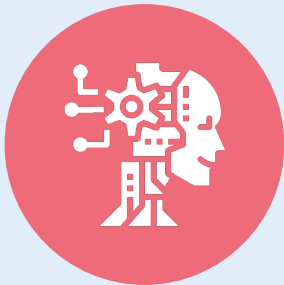


Top Initiatives

Leading customer programs across our 4 pillars



Digital experience



Offering new services to
help business customers

Service experience



Enhancing interactions
using bots and
staff cross-skilling

Employee experience




Fostering an inclusive
organization

Brand experience



Play by Spark: Gamifying
screen-time for kids

Offering new services to help business customers

Spark Business Group Companies	Qrious	CCL	leaven.
Description	A data analytics company	A multi-cloud and IT services company	A cloud and business transformation unit of CCL
Expertise	Data & Analytics AI & Data Science Customer Engagement	Digital WorkSpace Managed Services Security Services Hybrid and Multi-cloud	Cloud adoption Digital innovation Cloud operations
Partners			

Enhancing interactions using bots and staff cross-skilling

18%

Increase in the use of chat apps, including MySpark App, online chat and chatbot Ivy

53%

*Deflection rate of all incoming chat requests through the 'ivy' chatbot

+33 POINTS

Consumer and small business interaction Net Promoter Score

'Unified Frontline' operating model cross-skills service staff to handle different customer touchpoints

*interactions resolved without being redirected to the customer care team

Fostering an **inclusive** organization

Blue Heart programme

Funding and support for employees to celebrate and share their culture across organization

‘Champions for Change’ Leaders

Spark's CEO, Jolie Hodson and Board Chair, Justine Smyth are members of a group of leaders who raise awareness about the business value of D&I within workplaces

Board Composition

50% - **50%**
Female Male

Females in other senior roles **39%**

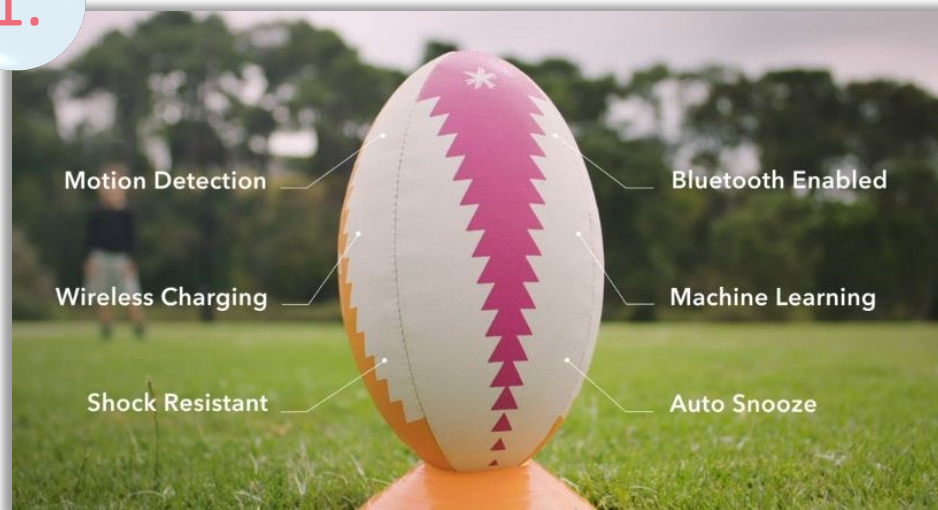
Employee Demographics

Under 30 years	30-50 years	Over 50 years
21%	57%	22%

Play by Spark: Gamifying screen-time for kids

Helping parents and kids find balance in their screen time usage

1.



A 'smart ball' that exchanges active playtime with screen time.

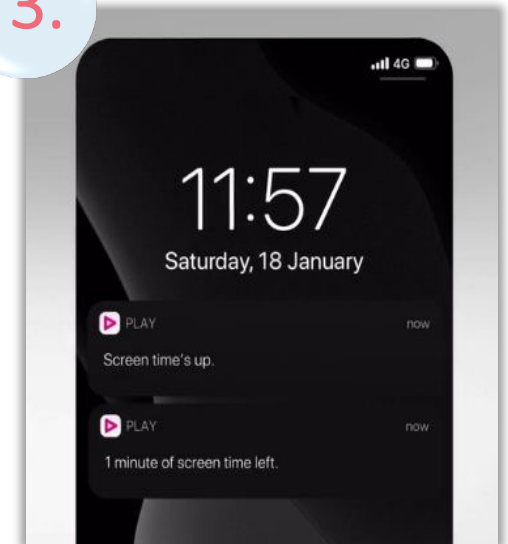
Minute for Minute

2.



Every kick, pass and fumble earns screen time

3.



When time is up, it lets the whole family know



Match up with Spark

A machine first (bots) approach to customer redressal

- Move beyond network to an ICT solution provider
- Leadership as the driving force for inclusivity
- Provide responsible solutions to become a trusted partner



Insights **that find you**

The twimbit experience:



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Advisory

How can we help?

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