

Canal+

Canal+ Moves Subscriber Interactions into the Digital Domain, Reducing Voice Efforts and Offering More Personalized Customer Support

canalplus.com

INDUSTRY

Professional Services

YEAR

FOUNDED

1984

HQ

Issy-Les-Moulineaux, France

EMPLOYEES

7,700+



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Frédéric Gonin

Head of Customer Service Transformation, Canal+

Ongoing evolutions in content consumption and bundling—such as video on demand, second screen, social TV, triple-play offers, and increased competition from digital terrestrial television networks—are profoundly changing the competitive environment for Canal+. And the social revolution is important in igniting changes.

Digital customer service as a differentiator

Canal+ identified the need to master digital channels and social media for more than outbound marketing. Canal+ saw an opportunity to bring subscriber interactions in line with changes to its outbound communications. The goal was to control costs by reducing voice interactions and, at the same time, offer a more personal service with reduced customer effort.

However, with more than 100 individual Facebook pages, one for each TV show, in addition to its website, it was critical to bring inbound interactions under control.

Ramping up social customer service

After successfully working with RingCentral Engage™ to provide social customer service technology and expertise for its video-on-demand services, Canal+ decided to extend the project across the enterprise.

The initiative was threefold:

- Enable an end-to-end online customer journey, so customers are fully independent and can access support history and manage subscription information online.
- Encourage use of email, chat, and social channels for customer service while enabling both in-house and outsourced teams to handle these channels transparently.
- Upgrade a legacy forum with RingCentral Communities to encourage self-service and peer support. The community is bridged with Facebook across individual page timelines and a customer service app.

“RingCentral Engage is a pillar in our customer care strategy. RingCentral’s software and expertise has helped us to improve quality of service, enable peer support and self-service, and move our subscriber interactions into the digital domain,” says Frédéric Gonin, Head of Customer Service Transformation at Canal+.

RingCentral Communities is a powerful contact-deflection mechanism and helps greatly in onboarding new subscribers, requiring only six community managers for the community of over 600K members. Between all digital channels, Canal+ is able to answer 98% of queries.

Developing brand advocates

Canal+ wanted to capitalize on its historic brand equity and reward super contributors for their role as brand ambassadors—the top 20 contributors are given access to an exclusive area of the community.

Reducing brand effort

With over 80% of technical support issues answered by the community, little effort is required of the brand. As such, RingCentral Communities is a powerful contact-deflection mechanism and helps greatly in onboarding new subscribers, requiring only six community managers for the community of over 600K members. Between all digital channels, Canal+ is able to answer 98% of queries.

Real-time customer feedback

Customer service is not the sole beneficiary: Marketing reaps invaluable voice-of-the-customer data for both ideation and beta testing. Canal+ also benefits from real-time feedback concerning quality of service at the technical level.