

Building a 100% Digital Service Provider – Jawwy Story

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VP of Customer Care, Jawwy - STC

Why did STC offer Jawwy?



Digital Experience Across Customer Journeys



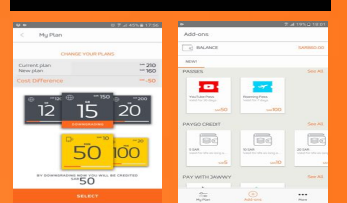
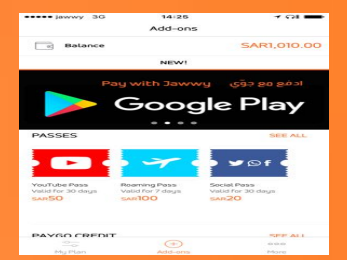
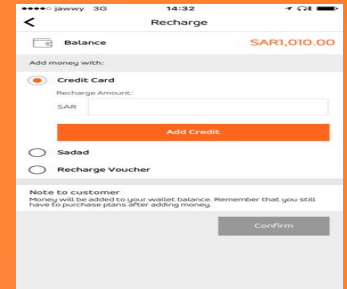
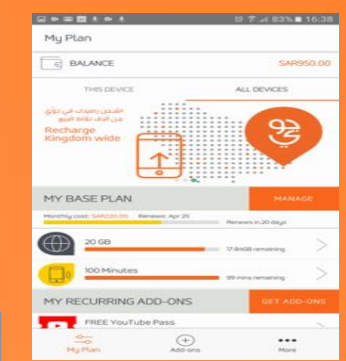
Social Media **Online channel - eStore** **App Onboarding process** **Hybrid Model** **App** **Self-Care**



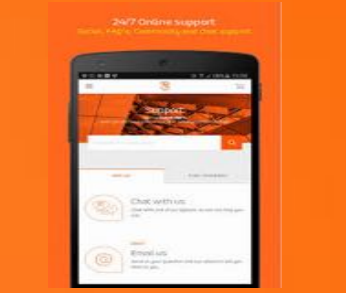
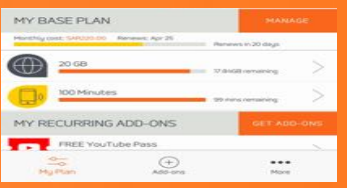
Home Delivery



Classic C&C



Web Access



Community



Chat & Social Media



Website



Try Me App

Social Media & Community

Powered By



Chat & Email

Messaging



Coming Soon

WhatsApp



Coming Soon

Chat-bot



Coming Soon

Self Care

Powered By



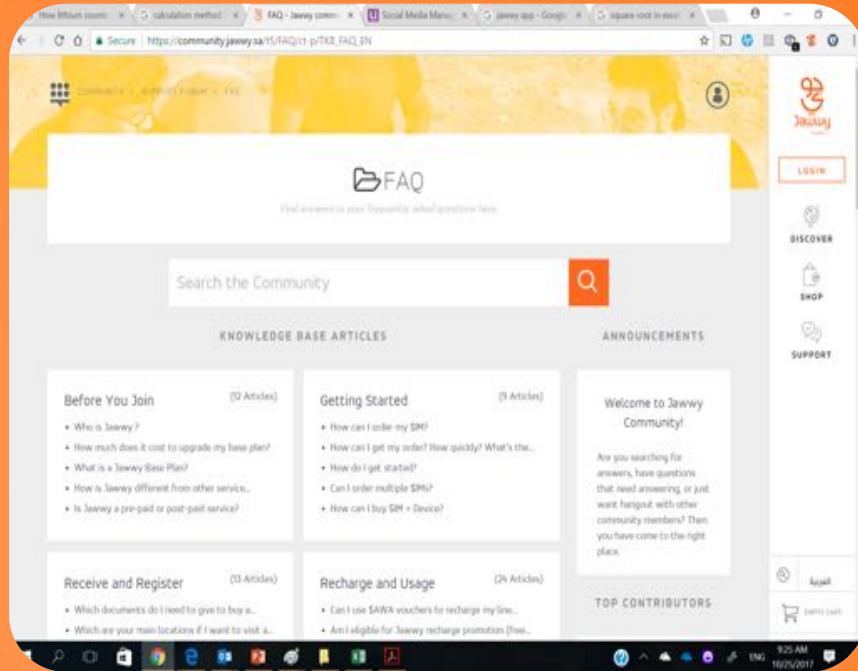
Self-Care & Community Support

Jawwy Self Care

Access of Self Care At Your Finger Tips



Jawwy App

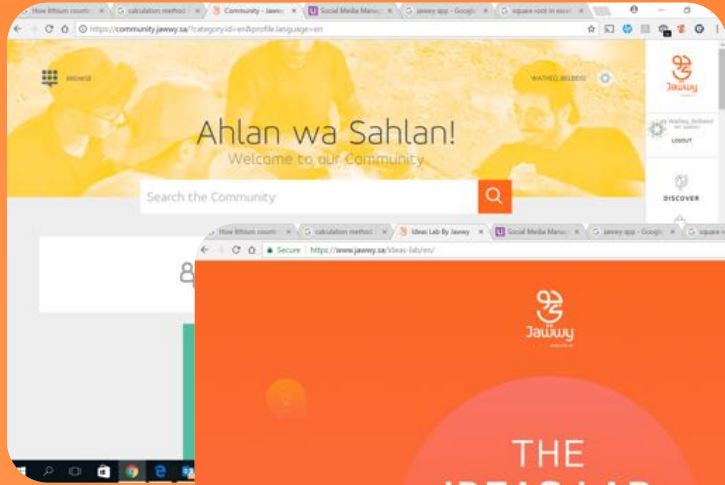


Jawwy Portal

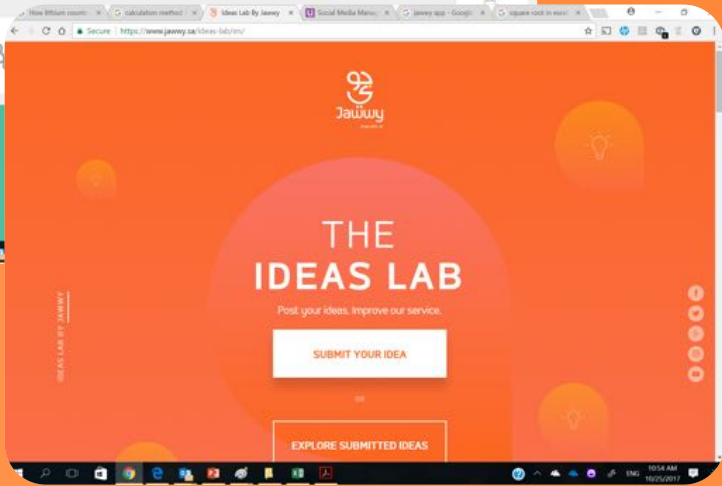


Jawwy Community

Forums & Blogs



Idea Lab



Communities



Gamification

Ranking and Badges

=

Rewarding



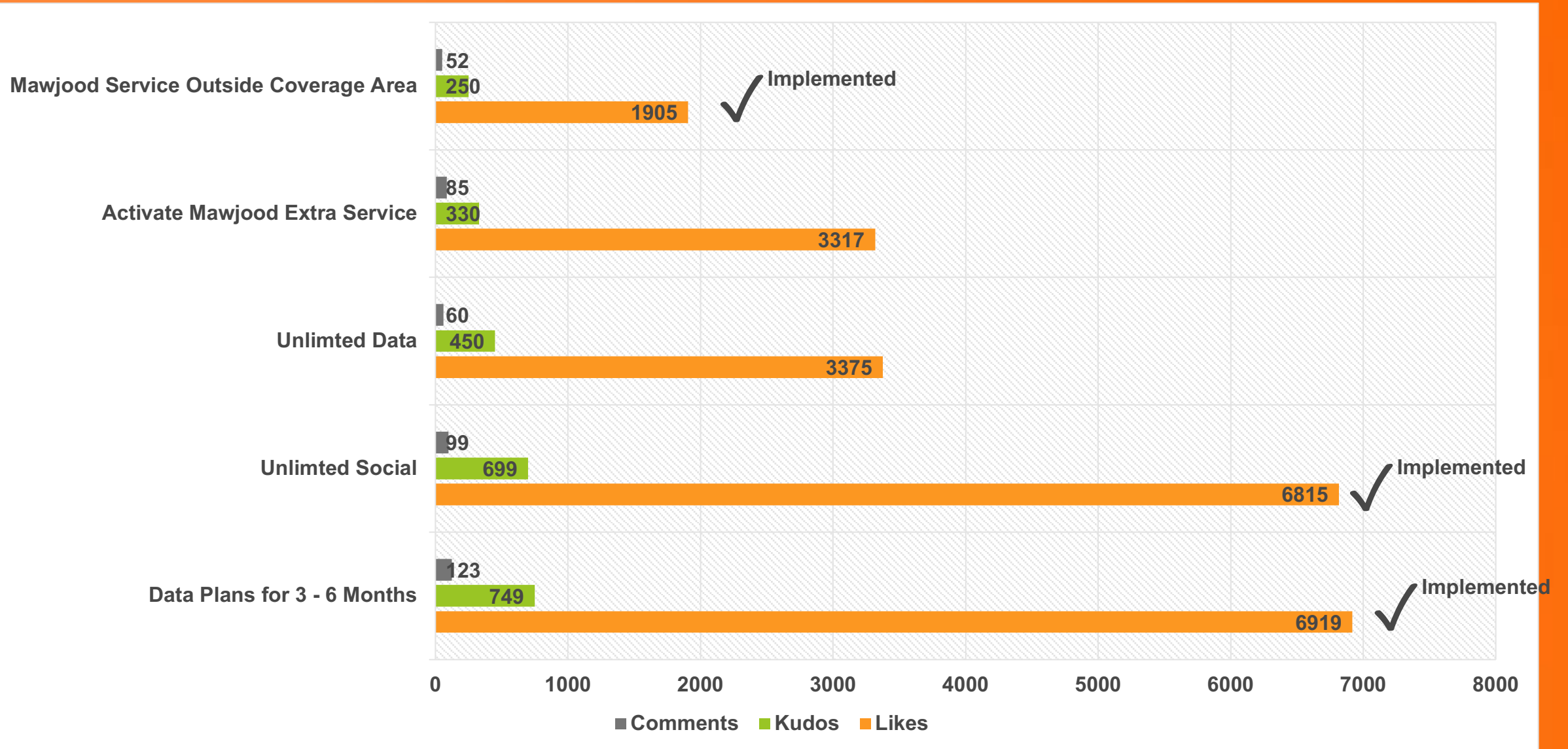
Living Portal

Peer to Peer

Lithium Gamification

Design Their Needs

Engagement Level



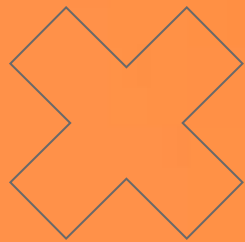
Contact Deflection

**Community
Visits**

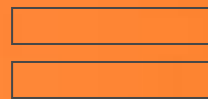
**Seeking
Support**

Resolution

**Contact
Deflection**



**Cost Per
Interaction**



**Cost
Saving**

Social Media Management

Current Channels



Coming Soon



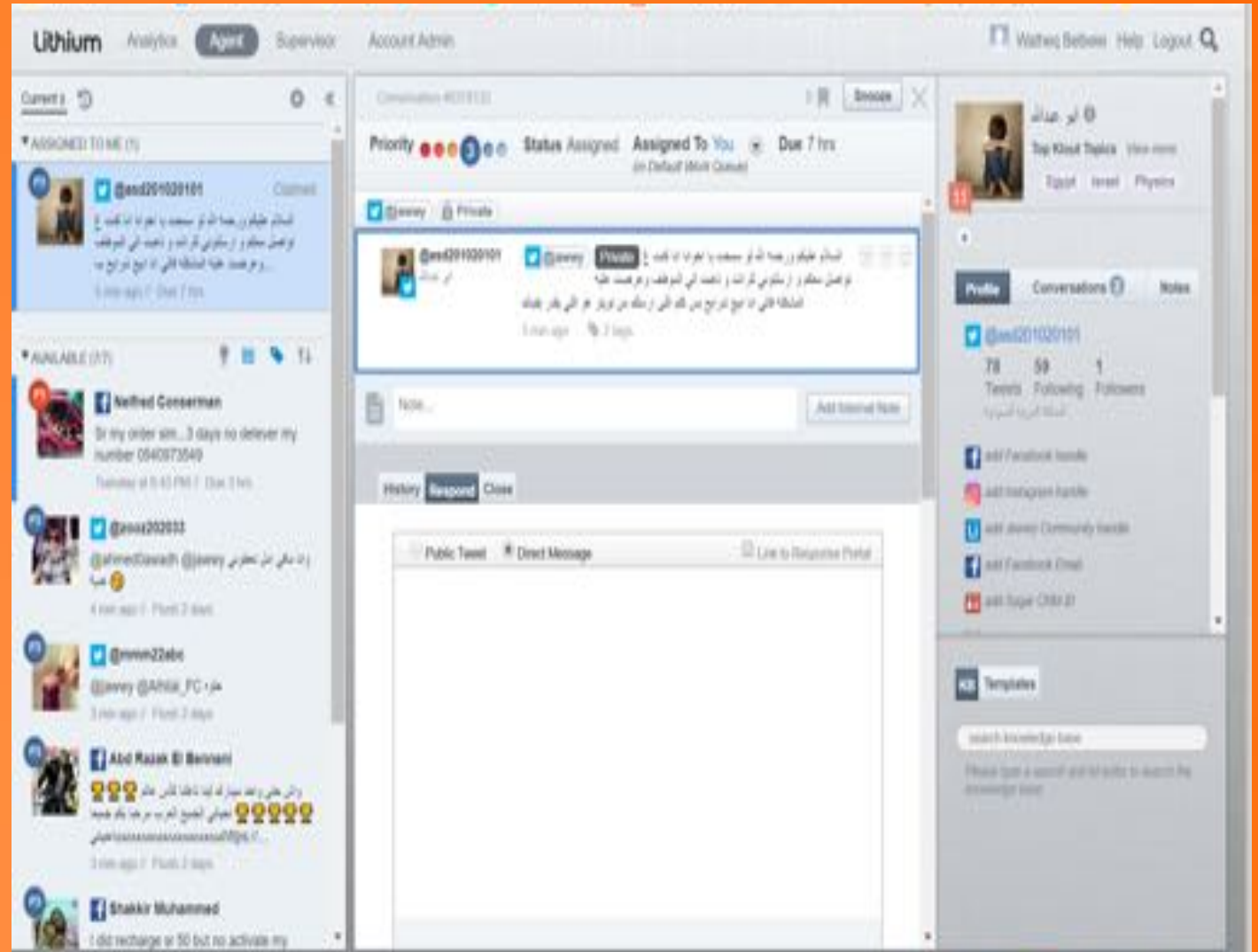
I Agent : Multiple Customers



Less waiting Time

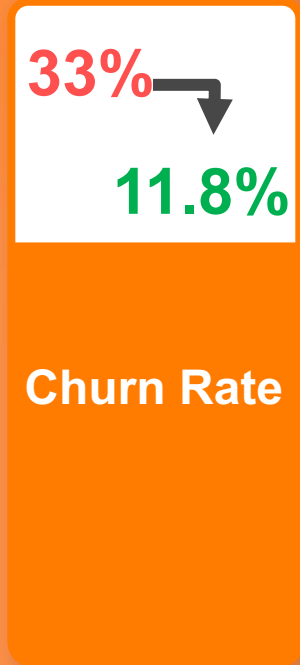


Resources Optimization



Measure The Success

Performance Review



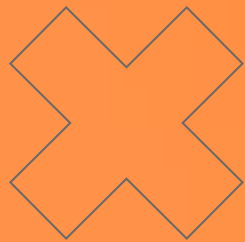
Contact Deflection - 2018

**Community
Visits
944,299**

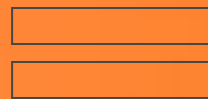
**Seeking
Support
576,022**

**Resolution
351,373**

**Contact
Deflection
260,016**



**Cost Per
Interaction
e.g 1\$**



**Cost
Saving
260,016\$**



Thank You