

CMD 2025

Breakout session – Customer Service Transformation in Sweden

June Solbekk

Capital Markets day
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telenor



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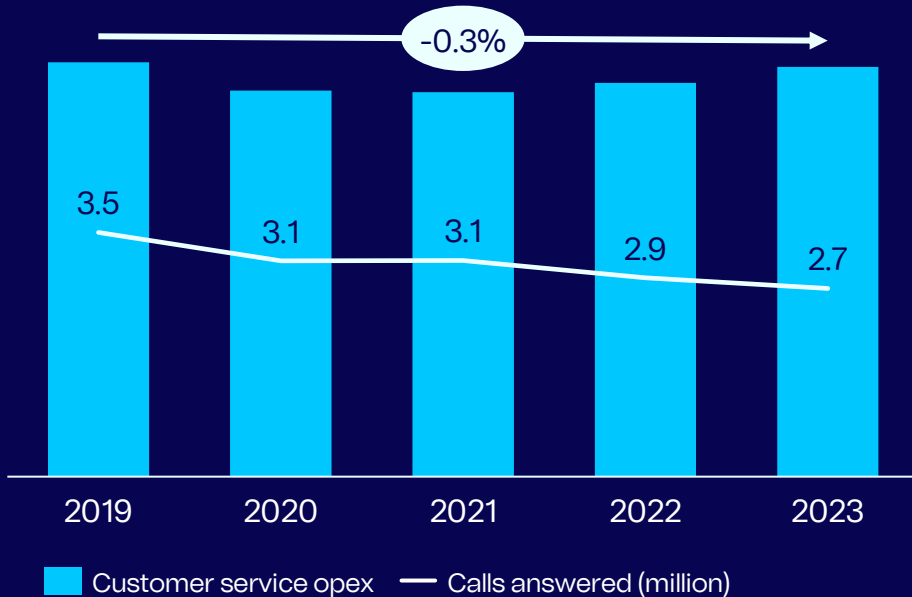
June Solbekk

CMO Consumer, Telenor Sweden

Customer Service Transformation in Sweden

Starting point:
Complex set-up and flat
cost development despite
falling call volumes

B2C customer service OPEX & calls 2019-2023



Two outsourcing partners

Different customer experiences for mobile & fixed

Outdated systems, multiple product value chains, few automated processes and manual handling

Distance between customer service and rest of organization resulting in low value in feedback loop



Two years into the journey, we have established a new operating model and way-of-work yielding significant value creation



Moved to hybrid operating model with outsourced partner



Modernized call routing and deployed AI across sales & service journeys



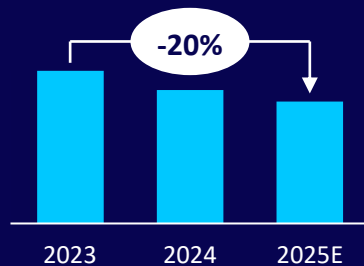
Multi-skilled agents



Consolidated billing systems for mobile, broadband and TV

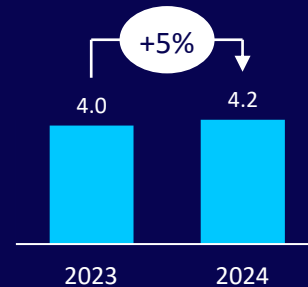
20 % cost reduction

Customer Service opex



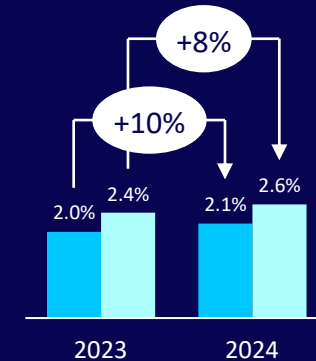
Improved customer experience

Customer Satisfaction Score (CSAT) (1 to 5)



Improved sales hit rates

Mobile Broadband



24/7 customer service at half the cost, higher quality & double sales

Our ambition:

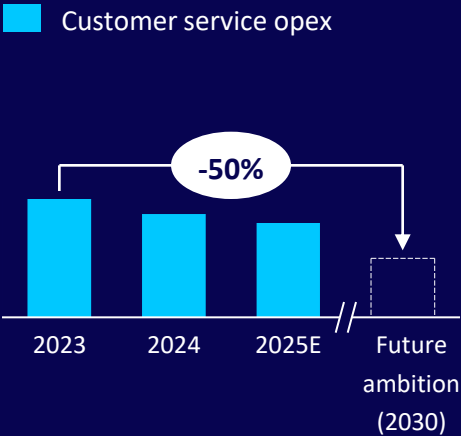
Digital first, proactive service with multi-skilled customer agents, creating value for the customer and Telenor across all touch-points.

Our approach:

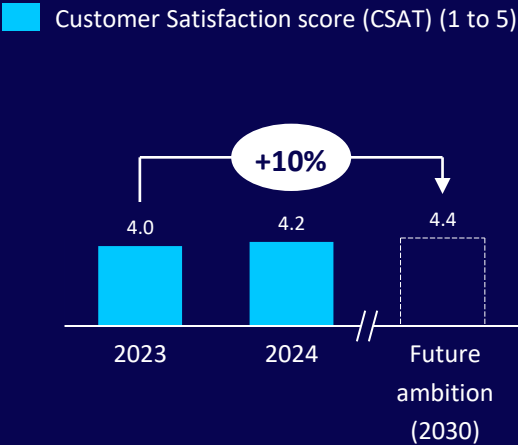
A combination of operational excellence and advancing in AI and analytics.

- Examples:**
- Automizing simple, repetitive tasks such as invoice-related questions
 - Scaling AI in sales coaching and finetuning our data and probability models.

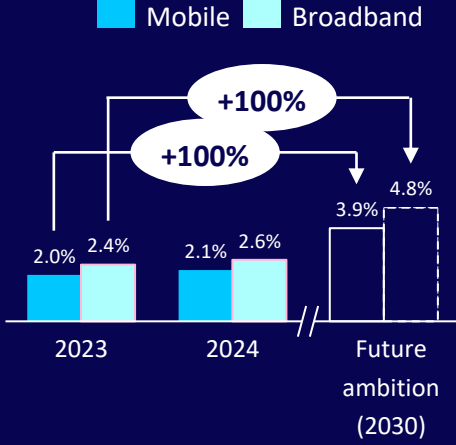
Half the cost of service



+10% customer satisfaction



Double sales efficiency



Thanks.

