

The GoTo logo features the word "GoTo" in a bold, black, sans-serif font. A thick yellow horizontal bar is positioned below the letters "o" and "T".

Success Story: **COSMOTE**

“Bringing the premises of our customer to the eyes of our call center agents, Live Lens enables customer problems to be addressed easily and more quickly, and enables first-time call resolution for many complex issues that would otherwise require a home visit.”

Nikos Androutsopoulos

Customer Service and Process Design Senior Specialist, COSMOTE


COSMOTE is the uniform commercial brand of the OTE Group. The OTE Group is the largest fixed & mobile network operator in Greece, offering fixed and mobile telephony, broadband, pay TV and ICT services. Headquartered in Athens, the OTE Group is the largest technology company in Greece. It is currently the largest company listed in the Athens Stock Exchange, according to market capitalization.



Challenge

As the largest telecommunications technology provider in Greece, COSMOTE supports thousands of customers every week with technical issues relating to mobile devices, fixed lines, broadband, set-top boxes, smart TVs, cabling and associated technologies. The proliferation of smart devices and greater interconnectivity has increased complexity for customers and heightened demand for expert technical support.

COSMOTE began using Rescue – part of the GoTo family of products – in 2011 to improve its remote technical support. However, increasingly complex consumer problems meant technical customer support representatives were often engaged in lengthy conversations trying to understand the nature of an issue and how to resolve it. Problems that could not be fixed over the phone would then require a field technician to visit the customer’s home.



Nikos Androutsopoulos, Customer Service and Process Design Senior Specialist at COSMOTE, says: “In Live Lens camera-sharing capabilities available with Rescue, we saw an opportunity to help our technical customer support representatives in solving customer problems more quickly.”



Solution

Always keen to pioneer new customer service innovations, COSMOTE initiated a proof of concept for Live Lens, beginning with internal trials and a small-scale pilot. GoTo supported COSMOTE through the trial process, adapting the product to the company’s requirements by adding Greek as a supported language and customising the end-user landing page.

The successful trial resulted in COSMOTE integrating Live Lens into its “COSMOTE UFixit” service, which was already supported by Rescue + Mobile from GoTo. Crucially, Live Lens is a “zero-download” mobile solution, meaning customers don’t need to download an app to share their live video feeds.

COSMOTE purchased 28 Live Lens licences, each allowing three agents to use the tool. This enabled the company to create a pool of 84 Live Lens technical support representatives.




Results

Nikos says: “COSMOTE UFixit gives our customers a ‘wow’ experience when they call us. They are excited to use the video option, because it’s something they are familiar with from everyday life. Our call center agents are happy too. Live Lens has become one of their favourite applications.”

Of the thousands of callers to COSMOTE each week, around 50 to 70 typically require specialist support using Live Lens. More than 90% of these calls are now resolved first time thanks to the video feed capabilities. Customers are delighted with the application, with 94% saying they are very satisfied after using it.

Nikos adds: “Very importantly, Live Lens enables customers to fix their own problems, with guidance from our technical support representatives. That’s why we call the service ‘UFixit’. It helps to educate customers, and empowers them to fix problems themselves in future.”

The success of Live Lens in its business-to-consumer services has led COSMOTE to introduce it into the external technical works environment, where it is being used by technicians working in the field.



“They are excited to use the video option, because it’s something they are familiar with from everyday life. Our call center agents are happy too.”

Nikos Androutsopoulos
Customer Service and
Process Design Senior
Specialist, COSMOTE

Get in touch:

Talk to a specialist visit [GoTo.com](https://www.goto.com) or call us at +1 833 4414

[Learn more](#)