

AlStream Case Study: Leveraging Real-Time Propensity Scores for Enhanced Call Routing

Challenge:

A major telecommunications company hypothesized that by leveraging real-time propensity-to-buy scores - assigned to visitors based on their interactions and historical data - they could significantly increase conversion rates if high-propensity callers were routed directly to dedicated sales teams rather than through the standard routing process.

Solution:

To address this challenge, the telco implemented a dedicated routing strategy based on the customer's propensity scores on incoming calls, automatically routing customers with high propensity scores to specialized sales teams with context rather than going through the normal call routing process. Key technical components included using Tealium to provide real-time data routed into their in-house built AWS modelling system for score updates based on customer interactions and historical data, monitoring contact and interaction points through Adobe Analytics to ensure proper scoring and reporting, and leveraging Tealium to pass propensity scores and contextual data into the call flow while updating Adobe Analytics with appropriate flags for reporting.



Results

Increased Conversion Rates: The new system led to fewer dropped and abandoned calls, significantly enhancing customer engagement.

Reduced Average Handle Time (AHT): The additional real-time customer context made available to call agents saved time and reduced call handling time.

Quantifiable Sales Growth: The implementation resulted in a significant number of additional orders per week, marking an overall uplift of 57.97% compared to standard routing methods and a 37.1% increase over traditional call tracking-based routing systems.

58%

**Uplift in Orders
Per Week**



**Increased Conversion
Rates**



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The Challenge

A major telecommunications company hypothesized that by leveraging real-time propensity-to-buy scores - assigned to visitors based on their interactions and historical data - they could significantly increase conversion rates if high-propensity callers were routed directly to dedicated sales teams rather than through the standard routing process. The underlying belief was that targeted engagement with these qualified leads at the moment of expressed purchase intention would also reduce the number of dropped or abandoned calls as well as more effectively drive completed sales. The traditional call routing system, already in place to provide a baseline, often resulted in dropped or abandoned calls, especially for those customers with a high propensity to buy.

To validate this hypothesis, the telecommunications company expressed a willingness to implement this new approach for those customers who had consented to tracking (45% of callers), carefully observing resulting changes in conversion and sales performance, using measurement frameworks such as control groups to accurately assess the impact of the dedicated routing strategy vs existing call routing and generic inbound calls.

The Solution

To address this challenge, the telecommunications company implemented a dedicated routing strategy based on the customer's propensity scores on incoming calls. When a customer with a high propensity score decided to call to potentially complete their purchase, they were automatically routed to a specialized sales team with context, rather than going through a normal call routing process.

Key technical components of this solution included:

Tealium and Score Updates: The propensity score model utilized real-time data from Tealium routed into the in-house built AWS modelling system, which updated scores based on customer interactions and historical data.

Analytics Integration: Contact and interaction points were monitored using Adobe Analytics, ensuring that all incoming calls were accounted for and scored properly, allowing for reporting of each routed population's performance.

Real-Time propensity: At the point of call, Tealium makes available and passes the customer's propensity score into the call flow, along with additional contextual data-points, to allow the necessary routing to take place and also updates Adobe Analytics with the appropriate flags for reporting.

Tracking Consent Limits: The model was only applicable to the 45% of customers who consented to tracking, as 55% of calls were made using standard phone numbers without tracking consent. This approach was expected to enhance the likelihood of closing sales by ensuring that the right team engaged with high-potential customers as soon as they expressed interest by calling.

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The Results

The results from implementing the propensity to buy model were positive and able to quickly validate the original hypothesis with statistical confidence of 100% within a week, with a control group test. The telecommunications company experienced:

Increased Conversion Rates: The new system led to fewer dropped and abandoned calls, significantly enhancing customer engagement.

Reduced Average Handle Time (AHT): The additional real-time customer context made available to call agents saved time and reduced call handling time.

Quantifiable Sales Growth: The implementation resulted in a significant number of additional orders per week, marking an overall uplift of 57.97% compared to standard routing methods and a 37.1% increase over traditional call tracking-based routing systems.

Broader Application: Similar improvements in conversion rates are expected for non-product hotlines, typically associated with service pages, demonstrating the effectiveness of this model beyond direct sales. Average Handle Time (AHT) and First Call Resolution (FCR) being the key metrics being monitored here.

This case study highlights how effectively utilizing customer data can lead to strategic outcomes that not only enhance customer experiences but also drive significant business growth.