

Reduce cost

Marketing

Operations

Sales

Increase revenue

Marketing

Operations

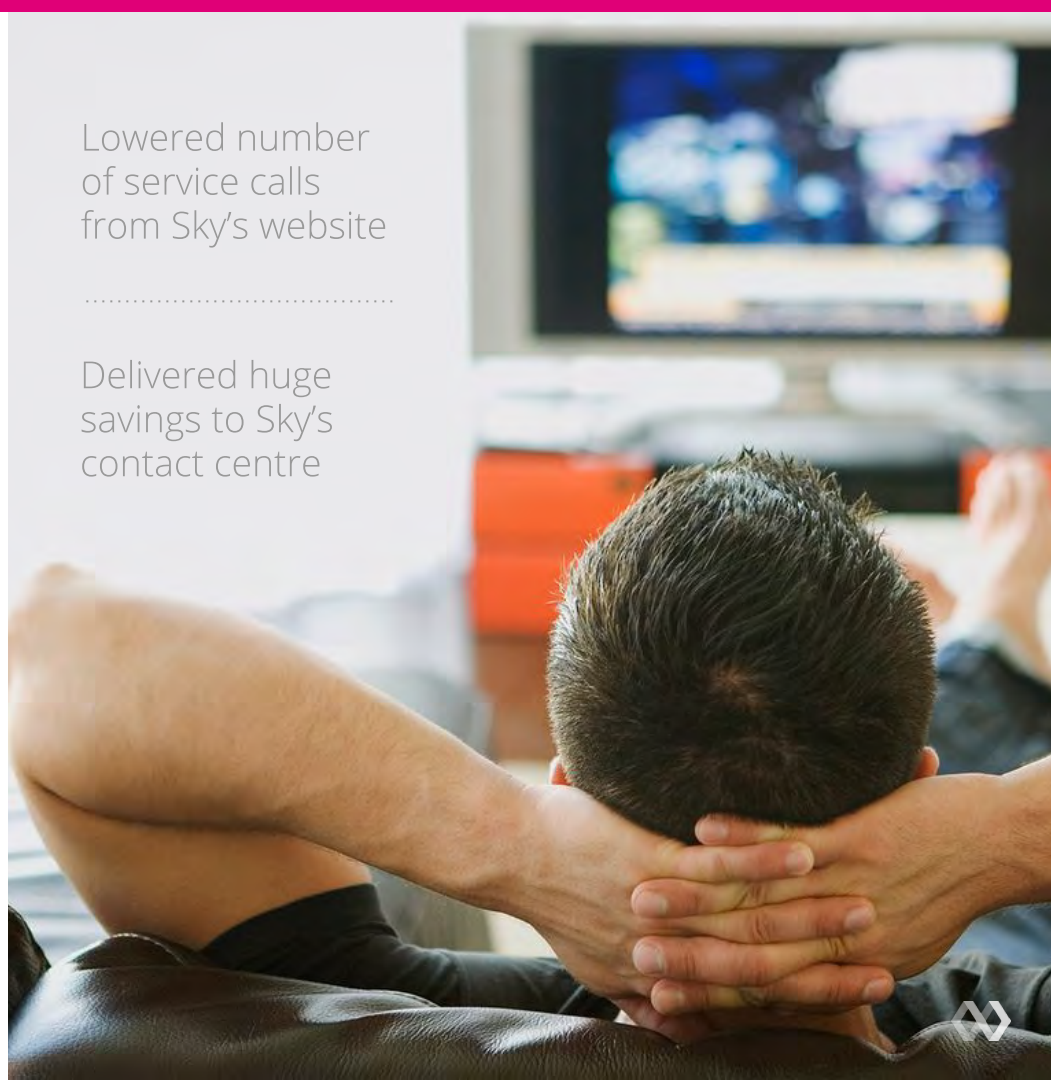
Sales



Sky is Europe's leading entertainment and communications business with headquarters in London, Munich and Milan. They have 22 million customers and 57 million products. With 32 sites including contact centres, technology hubs and broadcast centres operating across Europe.

Lowered number of service calls from Sky's website

Delivered huge savings to Sky's contact centre





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Outcome

Sky could iteratively alter their website to better handle their customers' queries without them needing to pick up the phone. Over a six month period, Sky managed to:

- Substantially lower the number of contact centre calls from their website
- Generate operational efficiencies in the contact centre
- Give more attention to complex queries where a call with one of Sky's experts was needed

Sky have now expanded their use of Infinity across other areas of their site to multiply these benefits further.

“Working with Infinity has enabled us to better serve and improve the overall experience of our customers. The successful partnership has opened up a range of possibilities for collaboration in the future.”

Jonny Longden

Head of Digital Optimisation

Technical Integration:





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Challenges

Need to answer customer queries with speed and accuracy.

This requires minimising basic queries that can be solved on their website.

Failure to do this overloads their contact centre and drains resources.

Infinity solution

Infinity measures call length and source.

Call data is integrated with Optimizely and Adobe Analytics.

Dynamic numbers reliably scaled to match Sky's substantial web traffic.

New abilities

Using Infinity data, Sky now run A/B tests on their digital estate.

Site iterations that drive the fewest calls are rolled out to all visitors.

Fewer basic queries reduces pressure on contact centre.

