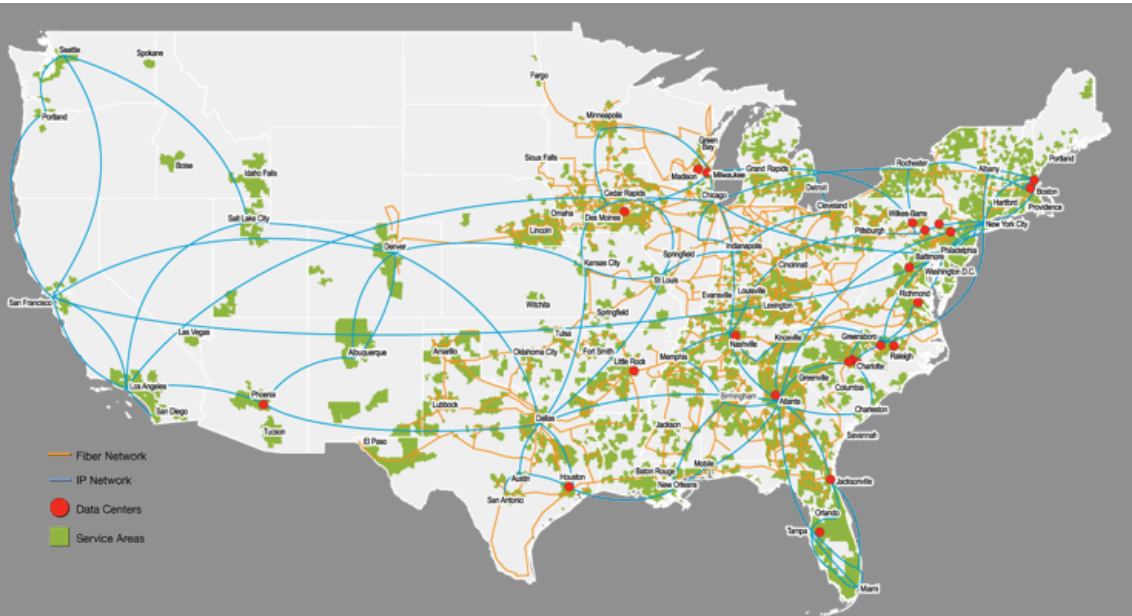


A scenic view of a paved road winding through a lush, green landscape. The road is dark asphalt and curves gently to the right. On both sides of the road, there are white wooden fences and mature trees with green foliage. The sky is a pale, overcast blue. The overall atmosphere is peaceful and rural.

More than a service provider

Windstream Virtual Agent Overview

Windstream



**Fortune 500
Company**

**\$6 Billion in
Annual Revenue**

**3.5M Consumer
Connections**

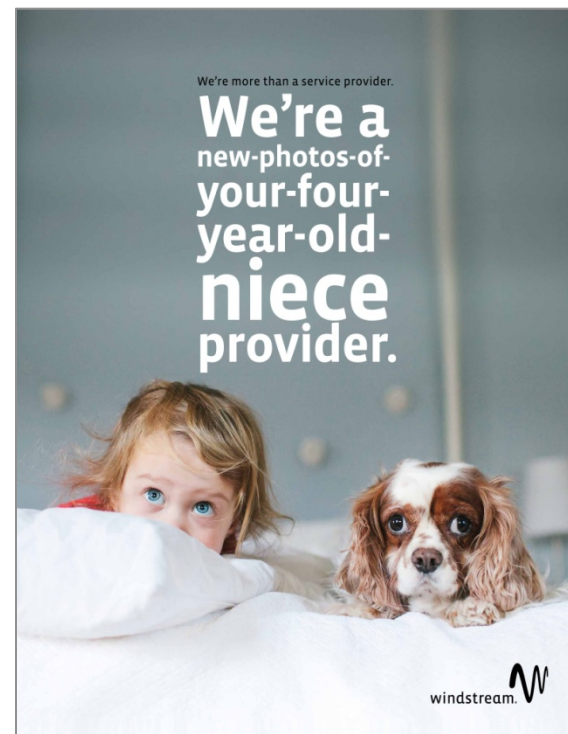
Windstream is a leading provider of advanced network communications, including cloud computing and managed services, to businesses nationwide.

The company also offers broadband, phone and digital TV services to consumers, primarily in rural areas



The Consumer Business

- Delivering High Speed Internet, Home Phone, and Satellite Television service to consumer homes, especially in rural areas
- Declining Revenue, but High Margin business
- Highly focused on maintaining topline revenue and continuously improving contribution margin



The Context

At the beginning of 2012, consumer faced 2 challenges that our digital team was asked to help support:

Degraded Consumer Brand Perception

Primarily viewed as a heritage telephone company - outdated and behind the times.

High Speed Internet product viewed as inferior to cable (in speed and reliability).

Aggressive growth in the digital channel

Non-automated digital support channels experienced an 81% increase in volume '10 to '12

Mobile site traffic was growing and the support experience on mobile devices was sub-optimal



Maintaining Strategic Integrity



Margin Protection

- Lean staffing & processes
- Low investment tolerance
- Revenue protection

Commitment

- Consistent treatment
- Balanced value proposition
- Empathy for the Customer

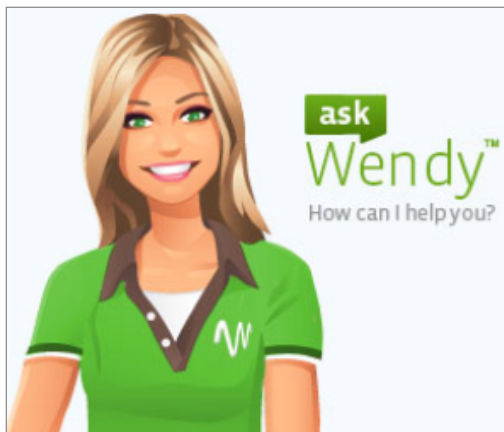
Low Cost Consistency

- Streamlined, lean processes
- Focus on efficiency
- Kindness to the Customer

We are committed to designing Consistent, Low Cost interactions that are Friendly and Easy for the Customer.




Meet Wendy




Site Introduction

We're more than a service provider.
We're-a-help-you-anytime-even-if-it-is-2am-provider.

No matter what time, day or night, Wendy can now answer your support and shopping related questions.
[Click here](#) to ask Wendy a question.



Who is Wendy?



Meet Wendy, Windstream's virtual customer service agent. She is here to assist you with questions related to your service, as well as make your shopping experience an easy one. She is trained on all things Windstream and is ready to answer your product, service, and support related questions. Wendy's goal is to help YOU. You shouldn't have to be an expert on High-Speed Internet to purchase and use Windstream products or services.

Interacting with Wendy is simple, just type a question in her chat window and she will give you her best answer, or provide you with a link to the most relevant information that may be found elsewhere on Windstream's website.

What Can Wendy Help With?

Maybe the better question is 'What Can Wendy Help With?' Wendy has gone through extensive training and her knowledge base is continually updated to better serve you. She can answer your questions about Windstream products and services, as well as, wireless networking, email set up, device troubleshooting, and even help you to understand your bill.

Sample questions Wendy can help with:

- What do I need to do to get signed up for service?
- How do I move my service to a new location?
- I have a question about a tax related charge on my bill.
- Can you help me set up my Wi-Fi?

Mobile Deployment

Verizon 9:18 AM

windstream.com

ask Wendy™
How can I help you?

Wendy: I understand you are having trouble logging in or need to change your password. What are you trying to access:

- [Email account](#)
- [Billing account](#)
- [Wi-Fi network](#)
- [Modem interface](#)

Ask Wendy your question

ASK

Virtual Agent Service Agent and Check-up Center At Home Computer Services

Contact Us Stores WiNights



Support Content Architecture

Common Questions

- How do I report a service issue?
- My Internet isn't working
- I'm experiencing slow speed
- How do I set up my email account?
- How do I set up my WiFi connection?

Wendy Support					
Internet	Billing	Service	Cable	Other	Merge
7 Topics	5 Topics	3 Topics	2 Topics	3 Topics	4 Topics
118 Subtopics	47 Subtopics	43 Subtopics	13 Subtopics	23 Subtopics	11 Subtopics



Site Optimization

Launch Support Header

The original support header features a dark navigation bar with 'Residential' and 'Business' tabs, location 'LIVINGSTON, NJ', and links for 'My Cart' and 'My account'. Below this is a white bar with the 'windstream.' logo and icons for 'High-Speed Internet', 'Digital TV', 'Phone', 'Electronics', and 'Support'. The main content area has a 'Virtual Agent' section with a 'Need help? Ask Wendy.' prompt and a 'Have a question?' text. A large green arrow points from this header to the revised version.

Revised Support Header

The revised support header features a dark navigation bar with 'Residential' and 'Business' tabs, location 'LITTLE ROCK, AR', and links for 'My Cart' and 'My account'. Below this is a white bar with the 'windstream.' logo and icons for 'High-Speed Internet', 'Digital TV', 'Home Phone', 'Electronics', and 'Support'. The main content area features a large image of a virtual agent, Wendy, with a text box containing her greeting: 'Wendy: Hello, I am Wendy our Virtual Agent. I am here to help you with your support questions on High-Speed Internet, Digital TV and Home Phone.' Below the image is a text input field with the placeholder 'Type your question here' and an 'ASK' button. A dark navigation bar at the bottom contains links for 'Virtual Agent', 'Service Agent and Check-up Center', 'At Home Computer Services', 'Contact Us', 'Stores', and 'WINSight'.

Support

We are ready to help
Choose from the following options or get more help through the [Support](#) page.



[Ask Wendy](#)

Click here to chat with Wendy, our virtual customer service representative.



[FAQs](#)

This support page provides answers to frequently asked questions.



[Stay Informed](#)

Provide us with your preferred email address, and stay informed on information ranging from online shopping and security to special Windstream offers just for you.

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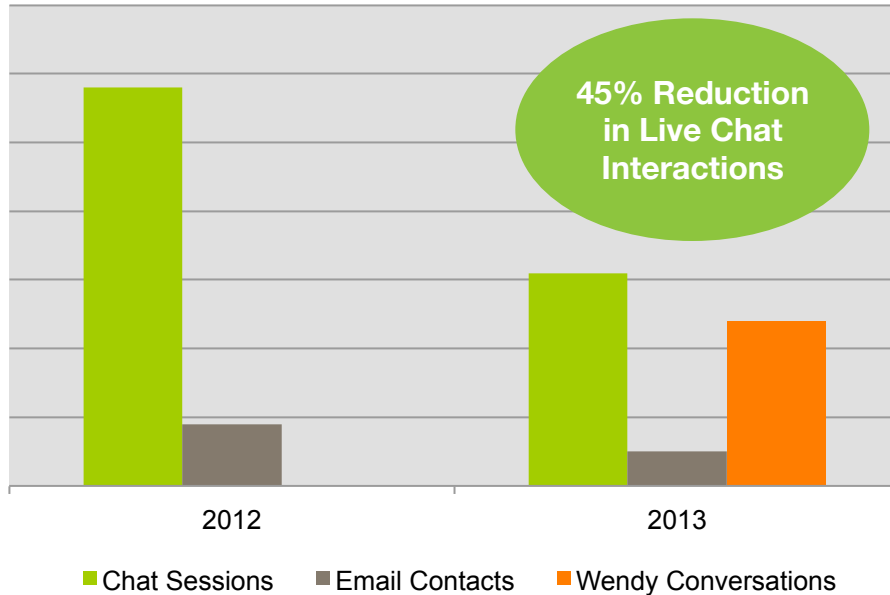


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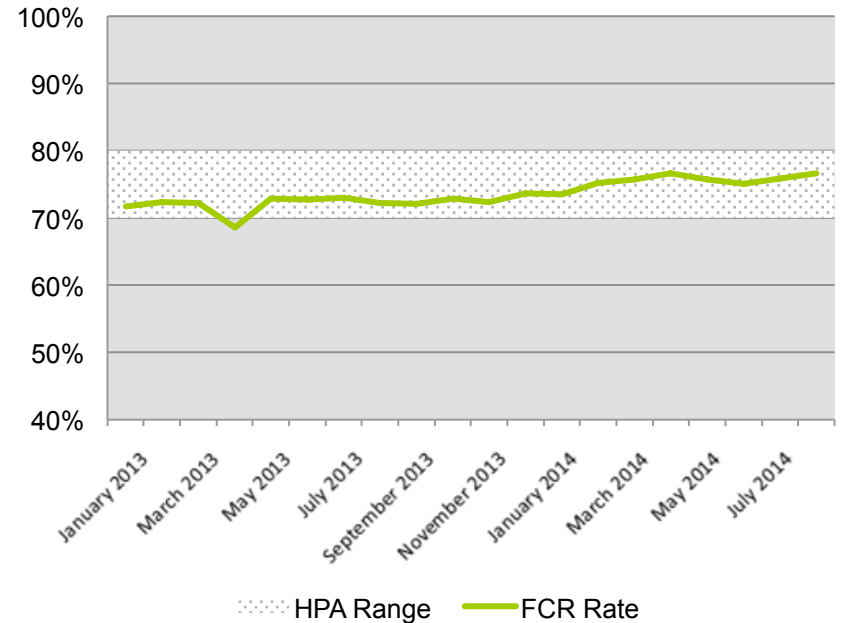
Wendy's Performance

Digital Support Interactions





■ Chat Sessions ■ Email Contacts ■ Wendy Conversations



First Chat Resolution







●●● HPA Range — FCR Rate

Customer Reaction

 thanks a lot for your help have a nice day
 Happy to help.

 what is the answer to $4+6$
 If my math is right, that makes 10. Please ask me your questions about your Windstream service.
FAQs: SEngagement_BotHasMathSkills_ResultsOfCalculation 🕒 2:58:38 PM

 your awesome
 That's nice of you to say. I'm glad to be able to help people out. Please ask me your questions about your Windstream service.
FAQs: SProtocol_Compliments_BotOrTechnoIsCool 🕒 2:58:58 PM

 i love u
 I'm a virtual assistant, not a person. All I can do is answer your questions about Windstream.
Let me know if you still need help.
FAQs: SEngagement_Compliment_LoveMaryMe 🕒 7:28:24 PM



Virtual Agent Key Learnings

Wendy can handle significant content complexity

Wendy will effectively reduce live support hours

Testing and Optimization is fun

Customers Love Wendy



connection
provider.

