

# Bell Canada

## Cuts support costs and delights customers with a “digital-first” customer service strategy

### Executive Summary

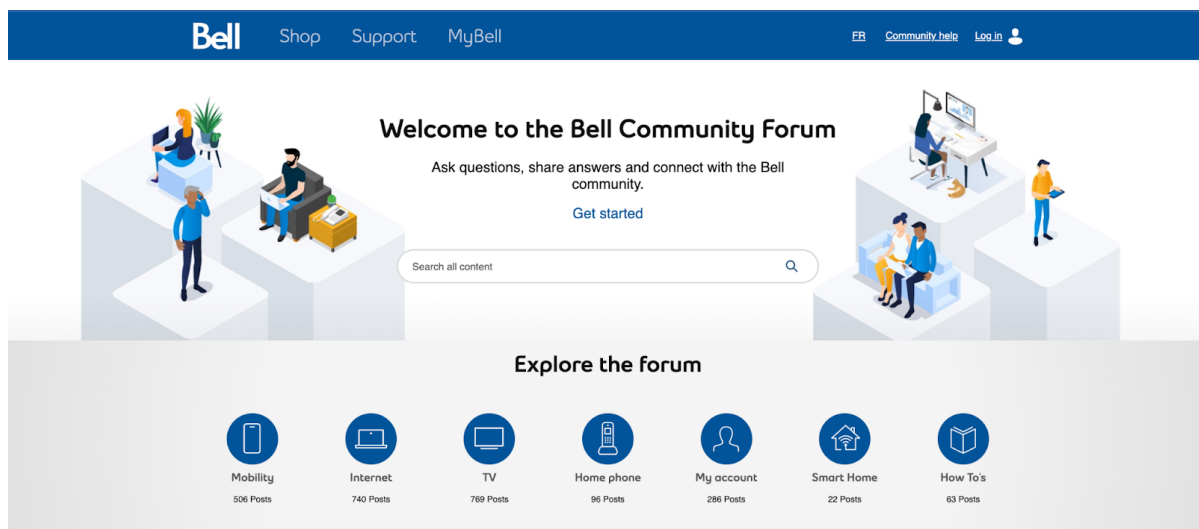
Bell Canada, the country’s largest communications provider, helps its customers connect with each other and the world through its wireless and fiber networks.

When COVID-19 spurred an influx of service calls, the company needed alternative ways to connect customer questions and issues with instant answers and solutions. Bell Canada built a customer support community that in one-year grew from:

- **12,000 to 110,000** member log-ins a quarter
- **93,000 to 515,000** sessions a quarter
- **1,500 to 13,900** total community posts

The introduction of this one-to-many, self-service channel added to Bell’s digital-first strategy, creating measurable value for customers and the company:

- **300,000** agent calls deflected annually
- **23%** improvement in same day contact rates
- **46%** YoY improvement in issue resolution rates in 2023



# Bell Canada's Rationale for Change

Canada's largest communications provider, Bell Canada, connects millions of customers on its wireless and fiber networks. Bell fulfills its purpose to advance how Canadians connect with each other and the world by building solid networks, providing innovative services, delivering compelling TV, radio, and digital content to national and local audiences, and championing exceptional customer service.

During the pandemic, Bell carried out a massive work from home initiative that challenged their ability to handle an influx of customer service calls. The company began searching for alternatives to resolve issues and clear crowded agent queues faster. The solution needed to complement its call center and match some key objectives for Bell Canada.



## Solution

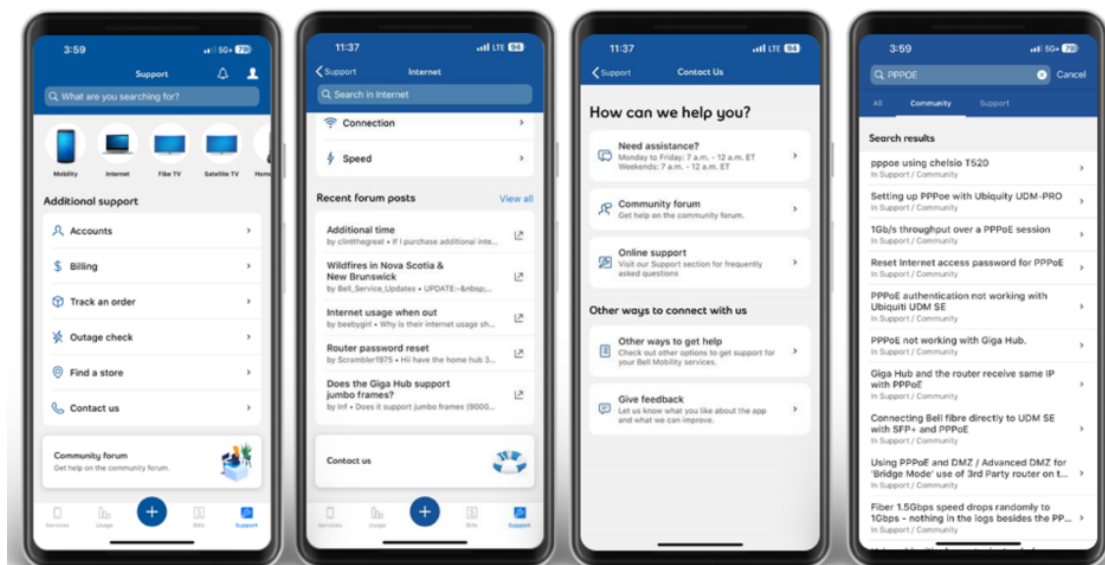
In 2021, Bell Canada created their online community to act as the first line of support for more than ten million subscribers. The community would offer:

- **Empowered self-service:** A library of blogs, videos, and accessible how-to articles create a powerful self-help center for customers.
- **One-to-many and peer-to-peer support:** When Bell Canada or a user answers a question or provides a tip in the community, the information becomes instantly available for every other customer.

- **Proactive notifications:** The always-on community also serves as a place for Bell Canada to share transparent communications about outages or network issues, keeping affected customers informed in real time.

Bell Canada also wanted to ensure the most frictionless experience as customers move between other digital support channels and the community. To achieve this, the communication provider designed their community with:

- **Integration to other digital service and support channels**, including social media, eChat (agent & bot), their website, and the MyBell mobile app.
- **Single sign-on via the MyBell app**, allowing for one-step access to self-service content or direct agent interactions.
- **In-app search**, enabling mobile app users to quickly find topic-specific answers, user-generated tips, and more from across the community.
- **Personalized tiles**, linking different users to topic-specific community content.
- **An easy path into the community from the 'Contact-Us' area**, helping users instantly recognize the community as an alternative to agent contact.



## Outcomes

### Satisfied Customers

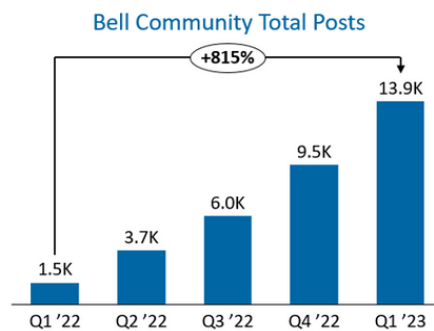
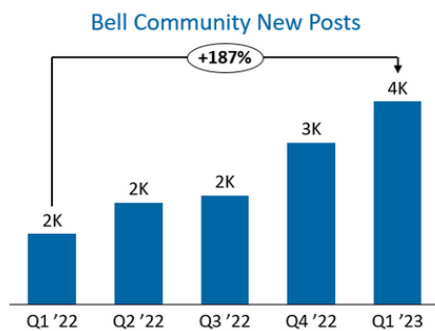
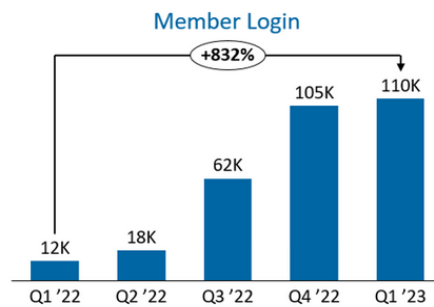
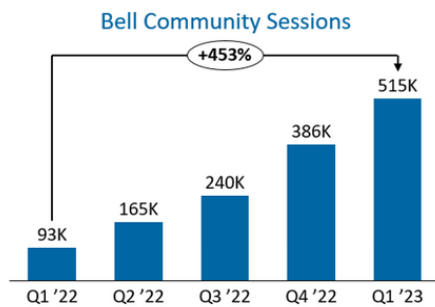
Today, many Bell Canada customers rely on the online community as their primary source for issue resolution. The community gives users a place to find answers or resolve common issues quickly, without calling an agent. Users also leverage the community to report unique technical problems, such as system bugs, directly to the Bell Canada team.



With unique insights gleaned from the community every day, various Bell Canada teams now come together in a weekly session to review and resolve issues, then proactively communicate back to our community.

**Imad Daoud**  
Senior Manager, Digital Support

Every quarter, the Bell Canada community continues to grow. Exponential increases in member log-ins, sessions, and total posts demonstrate inherent customer demand for faster, more convenient service and support channels.



## Less Churn, More Savings

The community also delivered measurable results for Bell Canada in the last year, helping to create internal momentum with executive stakeholders.

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After successfully piloting and achieving business objectives, obtaining a positive ROI, and receiving favorable feedback from our user base, senior executives readily invested in the Community without opposition.

**Imad Daoud**

Senior Manager, Digital Support

The desire to keep growing and investing in the community stems from the results.

**300K**

Agent **calls deflected**

**23%**

Higher **same-day contact rate**  
(over other digital channels)

**46%**

YoY **issue resolution rate** improvement

With more than 300,000 agents calls deflected annually, a higher same-day contact rate than other digital support channels, and significant improvement to issue resolution rate, the community helped Bell Canada reduce churn and save close to a million dollars.