doxee | ix interactive experience

Communication in telecommunications goes digital

The successful case study of Fastweb

FASTWEB

CASE STUDY

Fastweb

Fastweb is the largest alternative fixed-line telecommunications operator in Italy, a pioneer in both technology and customer communications. Fastweb was the first Internet provider in Europe to offer fiber-optic connections for domestic customers.

Fastweb's strategy is centered around:

- customer proximity;
- quality of products and service;
- innovation.



Fastweb requirements

Since 2009, the company has been undergoing a digitization process for the company's overall structure and for its communications with customers. The starting point was the invoicing process. The intention was to transform a routine, paper-based communication, one often perceived as "boring" and difficult, into a moment of connection and closeness to consumers that also reflects the fundamental values of the brand.

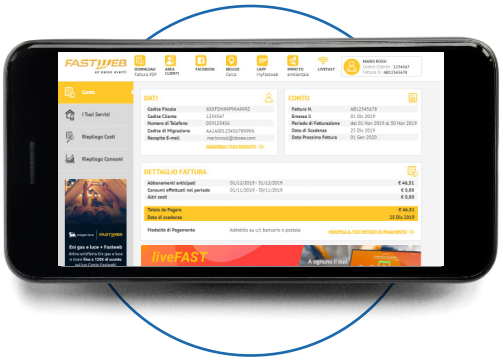
Doxee **redesigned the entire invoicing process according to a dynamic layout** that was adaptable to the needs of the market, the customer (and to the customer's customers).

Fastweb's **digital revolution** in communication, through Doxee products, has taken place through the integration and enrichment of billing data with data from other databases in order to improve customer profiling.



The solutions:
Doxee Pweb® e Doxee Pvideo®

The first Doxee product that met the company's requirements was **Doxee Pweb®**, a dedicated mini-site that every customer can access with their own credentials. The information contained in the web portal concerns the customer's personal data and data relating to their account, the billing period and the amount, the consumption, deadlines, and methods of payment.



Customers can also download an invoice in pdf format, allowing them access to the invoice even in offline situations.

In addition to the information contained in the classic information paper version of the bill, the web version contains sections dedicated to active services, quick links to assistance on Twitter, and a map to search for the nearest stores.







The first step towards **personalization** and its positive results have guided a forward-thinking company like Fastweb toward valuable, increasingly customizable, and interactive content.

In this context, in 2015, the Doxee Pvideo® product was implemented. Doxee Pvideo® is a personalized video that accompanies the emailed bill. Watching the video, the user is immersed in a 360-degree experience.

During the video, users are invited to perform different actions depending on their level of involvement. This could include accessing the "customer area" or subscribing to the "liveFAST" program. All of these initiatives are part of the whole process of customer proximity. More than just a method for communicating information, the video is communication made in a new way. The user is totally immersed in the process of creating the story of the video, so that they feel naturally led toward the action they are invited to take. All of this would not have been possible through a simple invitation to sign up for the loyalty program on the traditional paper bill.

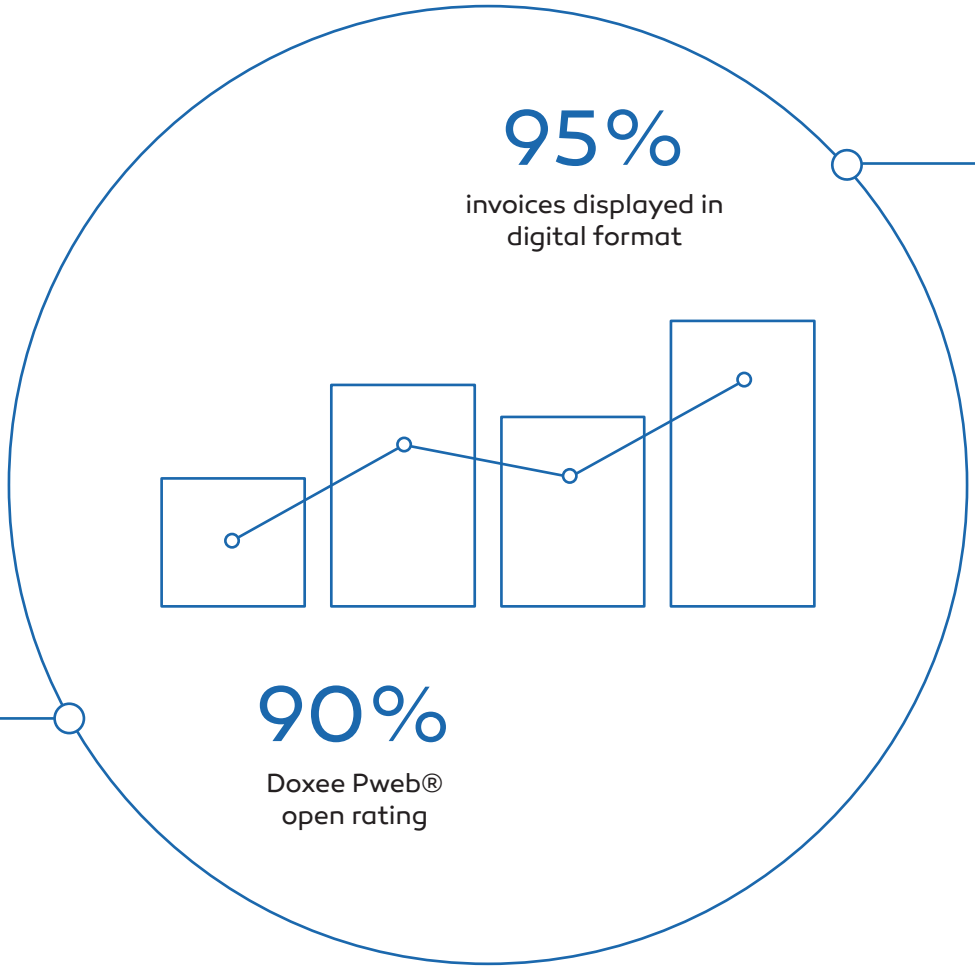
The calls to action inserted in the video "speak" to the user in a direct way and invite him to make the desired "click."

In addition to building customer loyalty, the video also achieves objectives for upselling and cross-selling, always tailor-made and personalized to the possible needs of the user watching the video.

Results

The video and the mini-site are powerful communication vehicles that immediately convey information, which, in addition to relevant calls to action, achieve excellent results.

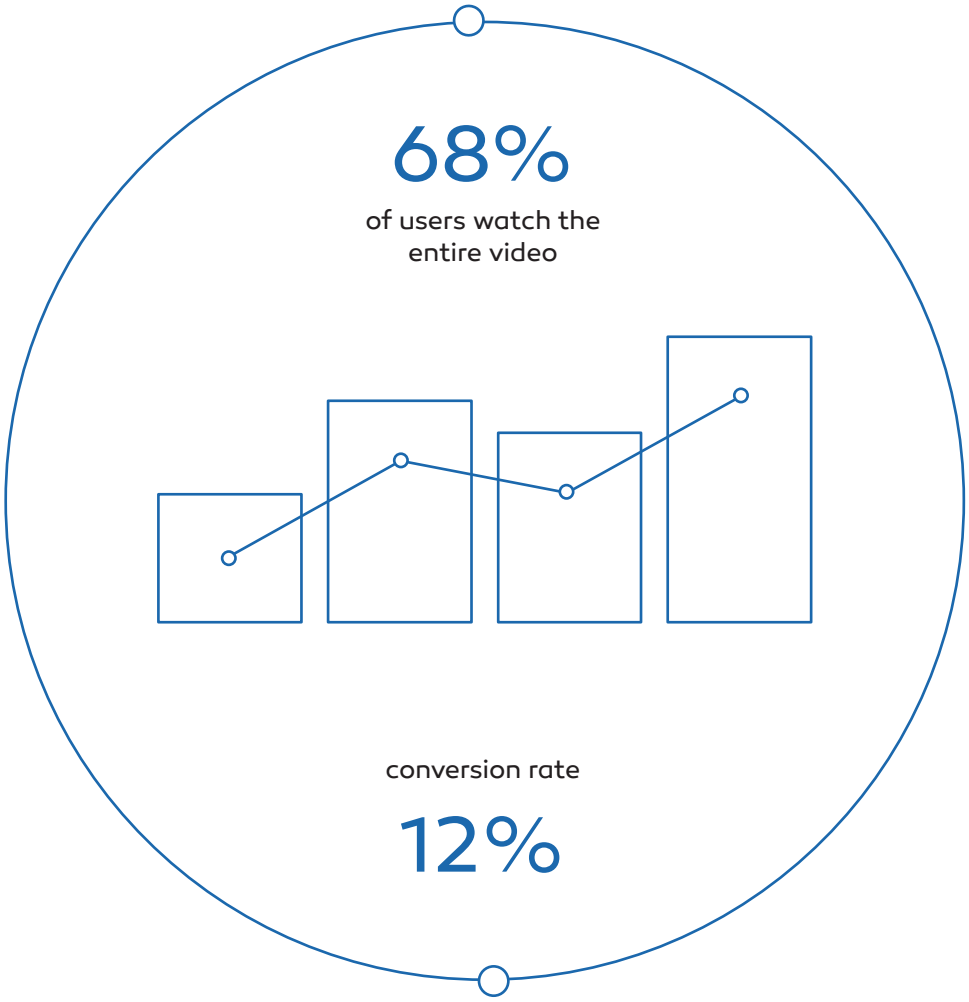
Doxee Pweb®



The open rating of Doxee Pweb® is around 90%

To date, 95% of Fastweb bills are displayed in digital format. As the paper bill disappears, the digital invoice becomes a real channel for communication with customers.

Doxee Pvideo®



The **digital transformation** path that Fastweb has chosen to follow with Doxee at its side, shows how data can become a valuable resource for both companies and customers and, above all, can be the basis for precise, punctual, and personalized communication.

Fastweb's innovative drive continues. The company is currently in the process of using Doxee Pweb® for other user-oriented projects. Stay tuned to see how far innovation will drive Fastweb... and Doxee.

Contact the leader in Cloud Customer Experience

At Doxee, we revolutionize the customer experience with innovative technologies that help companies communicate and interact with their customers more effectively, creating solid relationships that lead to lasting business growth. Our cloud products dedicated to CCM, Digital Customer Experience, and Paperless offer our customers and partners a complete and integrated set of applications that fully support their customer journey.

Learn more about the interactive experience
Download Product Overview

ix interactive experience

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Doxee ix customers

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