NOS INVESTS 24 MILLION IN IMPROVING CUSTOMER SERVICE

NOS has been investing in improving its Customer service, using a multi-channel and paperless approach. The new service model has meant the involvement of more than 90 thousand customers over the past four years.

With a total of 9,605 million RGUs (Revenue Generating Units), NOS today has 4.8 million mobile, 1.6 million television, 1.8 million fixed telephone and 1.4 million fixed internet broadband customers.   .

But, despite the number of RGUs increasing over the years, with a growth of 2.1% in 2018 compared to 2017, the number of complaints in relation to the services that the company provides has been falling. According to the latest ANACOM survey concerning the year 2018, complaints about NOS services have fallen by 2.5% across the sector.

Over the last three years, NOS has invested more than 24 million euros, in particular in new tools, systems and training, with a view to materially improving the experience of its customers. In training alone, more than 3 thousand hours were given in new methodologies to reduce customer effort and improve the experience.

According to Daniel Queiroz Antunes, NOS's Customer Service Manager, the operator's good performance in customer service indicators "is due to increasing investment in all areas that impact customer experience, but especially to a repositioning of the entire organization to be increasingly focused on the customer. The continuous and relentless path of redesigning processes and interactions with the customer, using an Omni-channel approach and guided by the principles of simplification, transparency and empowerment, have had a marked impact on customer satisfaction indices, and show that we are on the right path".

Demonstrating the success of the strategy being followed by the operator, there was a fall of 7% in customers contacting customer service and a major increase in the number of NOS Customer APP chats of 128%, which reveal a significant change in the choice of customers towards digital channels, which can be accessed anytime, anywhere.

NOS also took steps to improve the process relating to technical interventions undertaken in customers' homes, making the experience more personal and digital, both through remote online access to all of customers' information and to analysis of the problem reported, and through recognition by the customer of the intervention in a simple and transparent manner via digital signatures.

NOS has been implementing and perfecting a number of measures to promote real improvement in the customer experience, redesigning processes and tools in order to make interactions with the company more comfortable, simple and direct, thus helping to increase satisfaction levels. The highlights of these are:

Transformation of the customer service model in NOS stores

In 2018, the project to digitalize all physical NOS stores was completed, covering a total of 182 across Portugal. The goal of the project was to promote a paperless culture for 80% of the issues dealt with in the store, reducing the effort required by the customer, in particular by implementing digital signatures across 71% of processes requiring signature.

At the same time, a "side by side" (store employee/customer) service model was implemented, heavily focused on transparency and customer proximity. More than 200 thousand customers were served using this model.

NOS Customer App

The NOS Customer App allows customers to control and manage the services that they have signed up for in a simple and rapid way, anytime and anywhere. They can: control balances and consumption; access payment data and invoice details; pay for more internet, call minutes or SMS; manage their Pay TV channels subscription and content packs; consult their PIN and PUK using a mobile phone; and access other exclusive apps (NOS TV, NOS Wi-Fi, NOS Telephone, NOS Play, among others). The number of NOS Customer APP chats increased by 128% in 2018 over 2017.

Customer Area

At cliente.nos.pt, the customer area brings together all information about NOS customer services, and where there are a number of more in depth search functionalities, such as searching the detail of any phone calls, consulting contractual information, services subscribed to, the management of requests, among others.

The new customer area saw growth of 22% in registered users last year.

NOS Forum

Launched in December of 2016, the NOS Forum https://forum.nos.pt/ is another channel where experiences and questions about services and the entire NOS product and service range can be shared. Since it was set up in 2016, there have been more than 40 thousand records registered and 46 thousand interactions, Monthly sessions in the Forum have increased by 124% in 2018 compared to 2017.

Ombudsman Portal

A portal which guarantees contact within 24 hours for 100% of situations reported.

The Voice of NOS

NOS has a project currently underway to simplify all communication sent to customers, using a 360º approach. The initiative aims to clarify more fully all items of communication sent to customers, and to date has taken the form of 660 revised document, e mail and written message templates

About NOS

NOS is the biggest communications and entertainment group in Portugal. It offers latest generation fixed and mobile phone, television, Internet, voice and data solutions for all market segments. It is leader in Pay TV, new generation broad band services and in cinema distribution.

In the business segment, it has positioned itself as a sustainable alternative in the Corporate and Mass Business segments, offering a broad portfolio of products and services with tailor made solutions for each sector and for businesses of different sizes, complementing its offer with ICT and Cloud services.

NOS is part of the main Portuguese stock exchange index (PSI-20), and has more than 4.8 million mobile phone, 1.6 million television, 1.8 million fixed telephone and 1.4 million fixed broad band Internet customers.

For more information, go to: http://www.nos.pt/institucional