

# Customer communities for telecom

Market-leading telecom providers build inSided communities for a better customer experience and increased website traffic.

35%

Boost to Telfort's organic search traffic after building an inSided community

€3.3 million

Annual cost savings resulting from T-Mobile's customer community

232%

Growth in mobile traffic to Elisa's community, post inSided migration

Because they operate in a highly competitive market, telecom providers must be laser-focused on customer experience.

For some of Europe's leading telcos, an inSided community - which allows customers and prospects to interact, offer advice, and share knowledge - is essential to delivering great CX.

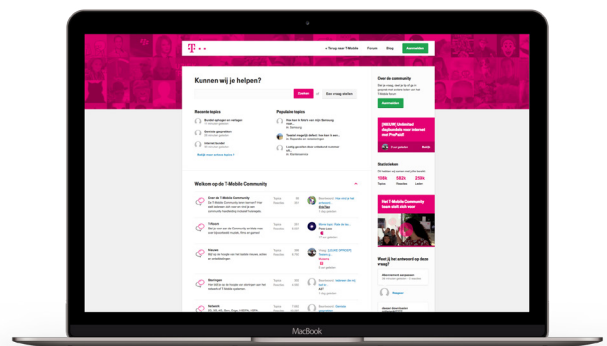
T-Mobile is one example. The largest telco in the Netherlands, T-Mobile implemented an inSided customer community to enable its customers to support each other. Today, 65% of questions on the T-Mobile community are answered by other customers, saving the company €3.3 million each year.

The benefits of an inSided community go beyond support deflection. Because it offers a rich, up-to-date trove of user-generated content, a community enhances SEO and increases website traffic.

Thanks to inSided's SEO-optimized platform, Telfort saw organic search traffic to its community rise 35%. Elisa, the largest telco operator in Finland, saw similar results after migrating to inSided. The Elisa community's mobile traffic grew 232%, while organic search traffic surged by 500%.

Communities even enhance e-commerce by making prospects more knowledgeable and confident. One telco operator in Austria saw 4X more conversions at its online store from community visits than from social media ads.

Lower support costs, more website traffic, and increased customer engagement: the inSided community platform delivers it all.



Leverage our passion and experience to enhance customer experience and achieve tangible business results.

