

# mintmobile

May 3rd, 2024

The logo for FLIP, featuring a stylized wave icon on the left composed of purple, blue, green, and yellow segments, followed by the word "FLIP" in a bold, black, sans-serif font.

**FLIP**

**Listen Mode Analysis**



# CONSISTENT & EXCITING FINDINGS!!

*After listening for a week our classifier is continuing to get better and we are confident in getting quick wins with initial automation opportunities*

**Total Inbound  
Calls**

**87k**

Total # of calls  
received via the  
Flip system

**Total Days**

**9**

Number of days  
Flip has been on  
listen mode

**Intents  
Classified**

**94.5%**

% of total calls Flip  
AI was able to  
classify into  
intents

**Intent  
Coverage**

**83%**

% of all calls we  
anticipate  
opportunity to turn  
on automation for

# Current State Pain Points Overview

The current IVR automates few calls



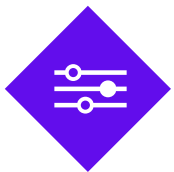
## Rigid & Clunky

The current IVR has a linear structure, limiting user interaction to predetermined paths and lacking the flexibility to adapt to diverse user inquiries



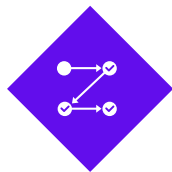
## Antiquated Key Press

Current callers are forced to utilize keypress flows and inputs that often create a rigid customer experience and limit accessibility



## Limited System Resolutions

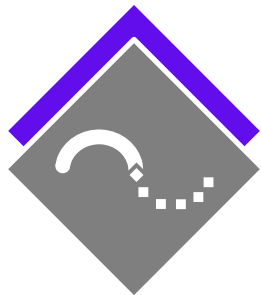
In the current IVR customers are provided with few opportunities to resolve their inquiries unless escalated to a representative



## Minimal Self Service Guidance

Self service opportunities are presented in a single medium and lack an omni channel approach

# Additional Discoveries & Opportunities



## Account Verification

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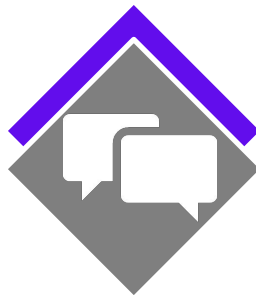
Conduct account verification over the phone based on phone number as well as other key customer attributes and pass to agents if applicable



## Helpful handoff

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Arm representatives with all key information needed for investigation on escalated calls or create a ticket in your helpdesk for after hours calls to decrease time to resolution



## Outbound SMS

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Enable outbound SMS messages to deep link customers to key self service tools or provide QR code messaging to support best resolution.

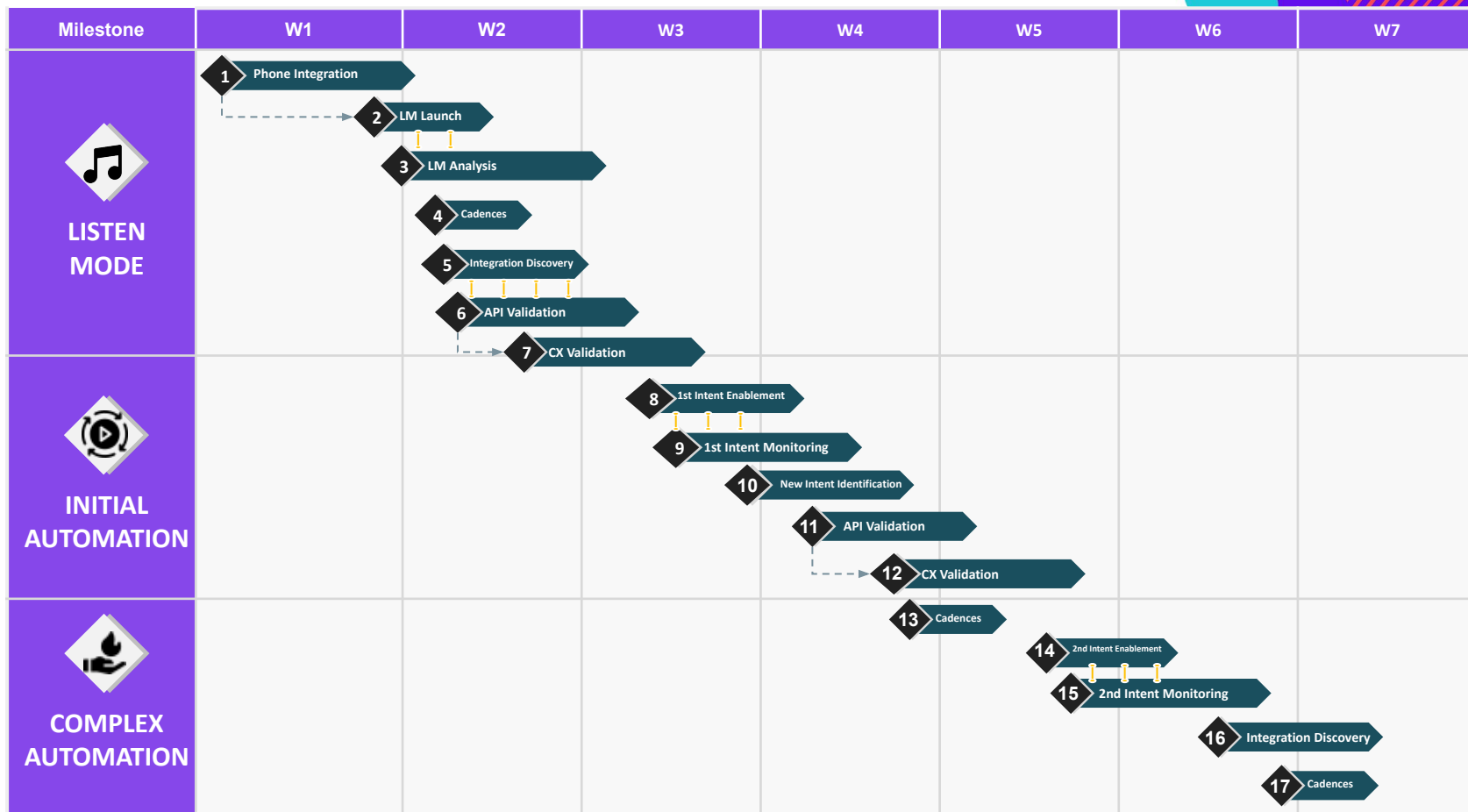


## Outbound Email

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Enable outbound email messages to deep link customers to key self service tools for customers unable to accept SMS.

# Implementation Plan Across 3 Milestones



# Flip Demo Recordings

*We've listed a couple demo examples to walk through what the experience would be like with Flip as your Voice AI*

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**Activation New Number**

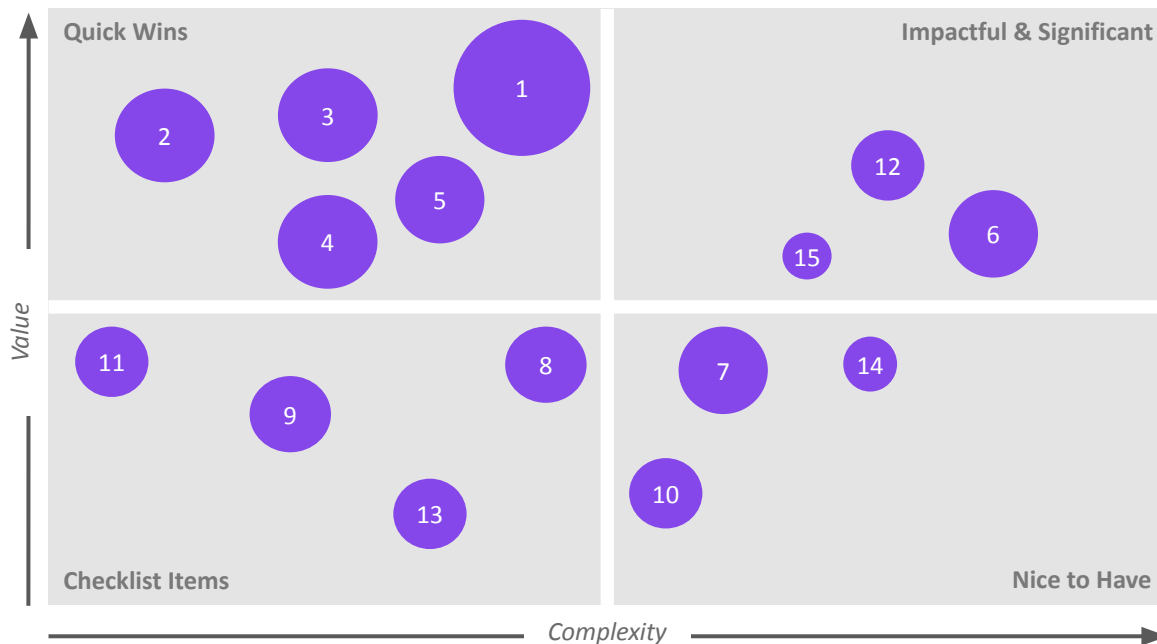


**Check Account Info**



# Intent Coverage and Automation

Let's leverage current listen mode insights to identify key intents to drive automation, and get some quick wins



	Intents	Volume
1	activation_sim	19.53%
2	transfer_number_out	8.92%
3	check_account_info	8.24%
4	discontinue_service	7.95%
5	transfer_number_in	7.38%
6	phone_hardware_issue	5.81%
7	change_plan	5.67%
8	change_phone	4.35%
9	plan_question	3.12%
10	log-in issues	2.76%
11	account_issue	2.54%
12	network_issue	2.08%
13	new_customer_purchase	1.97%
14	refund_request	1.64%
15	sms_issue	0.98%
16	smaller Intents	17.06%

# SERVING THE BEST E-COMM BRANDS ON THE PLANET SINCE 2021

## 150+ Customers Today

310NUTRITION

GNC

newton  
baby

brooklinen

UNTUCKit

RESERVEBAR

Helix

GEAR FOR GOOD  
cotopaxi

SNOW

Bonafide

LYFEfuel

JAXXON

## Backed by Industry Leaders

Bullpen

ScOp  
venture  
capital

forum  
ventures

attentive®

amazon alexa

ada

Simon







# Congrats, you've started your AI journey!

Let's quickly go over some Flip definitions:

## Category

High-level reason and categorization of why someone is calling Mint Mobile.

i.e. **Activation**



## Intent

The reason why someone is calling.

- You may have heard this called a disposition, topic, or call reason
- Intents are mapped to categories

i.e. **Activation\_Sim**

# Our Process over the Next Weeks

Gain deep understanding of calls and automate some **Flippin Calls** 🎉

## Listen Mode (weeks 1-2)

- Complete analysis to understand full intent distribution and leverage key insights to develop a plan for automation
- Refine classification model around Mint specific engagement
- Conduct tech stack discovery to leverage all available channels and automation opportunities

## 1st Automations (weeks 3-4)

- Implement conversational flow and intelligent routing to enhance user experience
- Enable initial handling on **sim activation, account info, number transfers, and service discontinuation** to provide callers with quick resolution

### Goal

**~20% Automation**

## Complex Intent Handling (weeks 5-6)

- Focus on providing personalized resolutions and helpful handoffs to agents on complex cases
- Enable agile resolutions for nuanced and complex business cases

### Goal

**~40% Automation**

# Key Automation Opportunities

## SIM Activation

- **Situation:** Caller reaches out to activate SIM
- **Current State Limitations:** Current IVR has limited and clunky dial tone capability to activate a physical sim and no handling for E-SIM activations.
- **Future State Automation:** Conduct account verification and...
  - Prompt customer to provide ACT code and activate SIM card over the phone. If customer wants a new number, confirm zip code and generate a new phone number. Otherwise follow transfer number flow by collecting previous carrier info and transferring the phone number.

Anticipated % Volume

19.1%

## Account Info

- **Situation:** Caller is looking to gain understanding of gig usage, renewal dates, outstanding balances, plant cost, etc.
- **Current State Limitations:** Current IVR reads out all plan info regardless of customer inquiry in place of providing focused and specific info.
- **Future State Automation:** Conduct account verification and provide key focused plan information over the phone based on specific customer request and suggestive pre-prompting such as renewals, outstanding balances, plan costs, international fees, etc.

Anticipated % Volume

8.4%

# Key Automation Opportunities

## Number Transfers

- **Situation:** Caller is attempting to either transfer a number into or out of Mint Mobile
- **Current state limitations:** Current IVR is unable to assist callers in transferring numbers in or out. It currently has limited guidance towards self service that is not particularly descriptive or guiding.
- **Future State Automation:** Conduct account verification and...
  - Transfer Out: Provide callers with account number and transfer pin over the phone
  - Transfer In: Gather carrier, account number, billing zip code, and transfer pin from previous carrier and transfer phone number over the phone

Anticipated % Volume

15.5%

## Discontinue Service

- **Situation:** Caller is reaching out to cancel their Mint service
- **Current State Limitations:** Current IVR points customers to cancel service online but cannot process cancellations over the phone.
- **Future State Automation:** Conduct account verification and cancel the Mint service over the phone, if account balances are not paid let callers know their outstanding balances. Accept payment over the phone or guide callers to where they can pay bills online/via the app

Anticipated % Volume

8.1%

# Key Technical Access Requests

*To enable best automation and exceptionally personalized customer experience its important to gain access and integrate with key systems*

## Key Systems & Access

### Primary

- Bespoke System API Documentation
- Helpdesk
- Order Management System

### Nice to Have

- Chat Support Provider
- TTS Provider
- Current Messaging Provider