



A Leading Cable and Internet Provider

CASE STUDY

“IntelliCast is unique in that the line of communication travels both ways. With this type of functionality, we were able to help the client not only send out over 30,000 notifications a day, but also confirm and reschedule appointments. The cable company has not only seen an increase in cost savings, but they are also experiencing an increase in customer satisfaction.”

*- Vice President of Sales
West Corporation*

OBJECTIVE:

Confirm Appointments and Minimize Costly Truck Rolls

One of the nation's leading cable and internet providers was looking for a better automated customer service solution to proactively confirm technician appointments with their customers. Traditionally, when a customer signed up for new service and scheduled an appointment, the company would send an automated notification to the customer ahead of time, but there was no opportunity for the customer to confirm or reschedule their appointment. As a result, some customers did not show for their scheduled appointments, resulting in increased costs for unnecessary truck rolls and decreased technician productivity. Not only was this type of service costly to maintain, but it was also frustrating for their technicians and customers.

The company identified the need to confirm appointments and minimize costly truck rolls prior to the technician's departure. Their goal was to replace existing on-premise automated outdial equipment with nominal cost and to improve the customer service experience via interactive communications. Dedicated to providing superior customer service, the cable company began searching for a hosted solution that would enable them to automate confirmations, reschedule appointments, and allow existing customers to cancel their appointment if necessary.

After a thorough competitive review, the company chose to implement West's interactive notifications solution, IntelliCast™. The company chose IntelliCast for several reasons, but primarily because of its scalability, product feature functionality, and ability to provide significant cost savings compared to upgrading their outdated dialing equipment. In addition, IntelliCast would easily integrate with the company's customer contact databases, accommodate complex business rules and automatically register customer responses.

THE WEST INTERACTIVE SOLUTION:

IntelliCast - Interactive Notifications Solution

Using IntelliCast, the company was able to customize, manage, create and execute their notifications based on their specific objectives and business rules, via a web-based campaign management tool. IntelliCast's customizable options also allowed the cable company to instantly create notification groups and upload call recipient's lists, as well as customize caller-ID listings to maximize customer answers. West Interactive's state-of-the-art interactive voice platform consists of thousands of ports with the capacity of delivering over 500,000 notifications per hour, giving the cable company the ability to reach their maximum number of customers each day.

west

®



A Leading Cable and Internet Provider

CASE STUDY

West Interactive also designed a personalized phone message that would be sent to the company's customers ahead of time that communicated the details of their scheduled appointment. When the interactive notifications reached their customers, they heard the appointment information and then had the option to confirm, cancel or reschedule their appointment, as well as transfer to a live agent if necessary using touch-tone functionality. If an answering machine was detected, a message was left with the date and time of the scheduled appointment and a toll-free number was also provided if the customer needed additional assistance.

All interactive notification statistics were provided through real-time, web-based reports that also allowed the client to effectively manage service technicians in the field. The reports included all facets of delivery, including how customers were responding, how long their customers listened to the interactive notification message and how many messages were left on answering machines.

THE RESULTS : A \$75 Savings for Every Confirmed Appointment

With IntelliCast, the cable and internet provider was able to process an average of over 30,000 automated appointment reminders a day. The success of this application was measured by the number of successful appointment confirmations as well as reschedules. With IntelliCast, the client currently saves \$75 for each truck roll or no show that the interactive notification prevents, which equates to a savings of over \$500,000 a year. The IntelliCast solution was also able to deliver over 95% answering machine detection with distinct messaging options based on whether the call was picked up by a person or an answering machine.

West Interactive's Professional Services experts have also helped the client maintain and tune the application on an ongoing basis. This has resulted in a 5% increase in automated call resolution since the program's initial launch. This improvement generated fewer customer calls into their live agent service center, resulting in a savings of \$6.50 per deflected agent call. Given these strong results, the client began to realize a return on their investment with IntelliCast in the first month.

With IntelliCast, the client is now able to keep its' agents focused on increasing revenue through inbound sales calls rather than spending time with appointment reminders. As a result, not only has the leading cable and internet provider seen significant cost savings, but they are also experiencing an increase in overall customer satisfaction, which has helped increased greater customer loyalty and retention.

WEST INTERACTIVE : A Premier Provider of Automated Contact Solutions

IntelliCast™ is a product offering of West Interactive, a division of West Corporation. West is the industry's leading provider of outsourced solutions, specializing in customer acquisition, customer care, automated voice services, emergency communications, conferencing and accounts receivable management services. West Interactive gives companies the power to bridge the divide between providing superior services and reducing customer contact costs. West Interactive's focused and comprehensive automated customer contact solutions, featuring touch-tone, speech recognition and natural language technologies, allows customers to easily access information or conduct transactions, via traditional or wireless telephones, hand-held devices or the Internet. With over a decade worth of experience across a wide range of industries, West Interactive has been providing Fortune 1000 companies with a level of service and attention that is unrivaled.



For more information contact us at:

800-841-9000

or visit us at westinteractive.com