

How To Gain Call Center Efficiencies and Deliver Seamless Customer Experience



About

Our Multiple Service Operator (MSO) Partner was founded on a promise that the people of their region would never be left behind when it came to technology. At up to 200 Mbps, the MSO has delivered on that promise, providing the nation's best and fastest Internet according to PCMag.com two years in a row. The MSO services more than 300,000 customers with cutting edge Cable TV services including ON Demand and TV Everywhere, in nearly 350 communities throughout the Northern Midwest.

Problem

Like many MSOs, they were faced with the challenge of trying to manage an increasing number of internal projects while closely managing resource expenses. Each new project represented additional customer support dependencies that required managing multiple support systems, further adding to their challenge.

Further, overnight schedules are even more difficult to fill. The MSO understood that today's broadband subscriber; especially power users and younger generations, are using devices and data during off-peak hours than ever before. This shift in usage created more demand for 24|7 support beyond just a traditional overnight answering service.

“As many MSOs today are finding, call volume for inbound customer support remains largely unpredictable. Since staffing is the biggest factor to an MSOs ability to properly handle inbound support calls, unpredictability day-to-day and hour-by-hour, creates a challenging customer support scenario.”

Vice President of Operations, Large Tier 2 Cable MSO

Solution

Numerous strategic conversations and visits to SecurityCoverage's call center gave the MSO confidence in SecurityCoverage's expertise and a realization that SecurityCoverage shared their same level of dedication to delivering an extraordinary customer experience. The MSO recognized SecurityCoverage's dedication to process improvement as a means to better service and reduced costs. SecurityCoverage seemed a clear choice to supplement the MSO's Help Desk Support System.

Prior to the implementation, SecurityCoverage spent a considerable amount of time with the MSO Partner discussing and defining their short term goals and long term objectives. The MSO's support hours and performance showed opportunity for improvement. In re-inventing the Partner's help desk program into a co-sourced environment, SecurityCoverage was tasked with the following deliverables:

- Enable staff to correctly diagnose and quickly solve problems to reduce CHT and repeat calls.
- Manage calls to reduce the need for deploying costly truck rolls.
- Establish a flexible staffing model to enable responsive coverage for planned and unplanned occurrences such as outages.
- Reduce the MSO's overall call management costs.

Partner

Large Tier 2 Midwest Based Cable MSO

Industry

Cable Telecommunications

Results

Gained Efficiencies & Delivered Seamless Customer Experience

How To Gain Call Center Efficiencies and Deliver Seamless Customer Experience



Results

Service desk challenges are only increasing. As industry trends indicate, consumers are increasing their adoption of mobile technologies, virtualization environments, and a variety of Web and cloud based applications to perform job functions anytime from anywhere. With that comes the expectation that technical support is available for multiple platforms and a widening variety of issues at any time of the day or night.

When it comes to providing live support for customers, a provider has a few basic but important needs: High availability in service hours, with staff working at least during US business hours (12 hours/day|5 days/week). The service desk mechanisms must be flexible and scalable to accommodate growing multi-faceted service practices. Moreover, support needs to be handled by trained, qualified staff that is responsive and able to deliver high end user satisfaction while employing best practices.

Service desk outsourcing enables providers to deliver world-class support while concentrating on core business and sales. There are numerous benefits to an ISP outsourcing help desk operations:

- Reduction in costs
- Improved response times
- Reduced repeat calls
- The benefit of industry experts with enhanced support technology
- Enables the provider to focus on its core competencies
- Improves support outside of normal hours
- Makes it easy to respond to changes in demand
- Access to variable scale at variable cost

“We recognized the need for variable scale support, which was achieved through a strategic partnership with a long-time industry veteran such as SecurityCoverage. Through designing a trunking configuration including layered algorithms, supporting optimal call flows; our peak hour service levels were improved and overnight inbound calls are now handled seamlessly. Our customers enjoy an identical customer experience from start to finish, no matter what time of day their needs arise.”

Vice President of Operations, Large Tier 2 Cable MSO

About SecurityCoverage

SecurityCoverage, Inc. is a leading provider of mobile and desktop security software, data protection, file backup and technical support services. Founded in 2003 with a clear mission to simplify the use of technology and provide world class customer service, we remain relentlessly dedicated to protecting consumer devices and personal data. Today, over 350 partners from diverse markets like telecommunications, broadband, mobile, retail and warranty help SecurityCoverage achieve its mission for consumers everywhere. Learn more at www.securitycoverage.com.