



Direct Broadcast Satellite Service Provider

C A S E S T U D Y

“West developed a customer care solution that enabled our company to realize significant savings every month. At the same time, our customers enjoy the best customer care in the industry. West’s ability to grow with our company and to constantly develop new solutions to meet the increasing demands of our customers have been an integral part of our success.”

- Vice President

Leading Satellite Television Provider

O B J E C T I V E : Rapid Expansions Highlights Technical Help Shortcomings

A major Direct Broadcast Satellite company was in search of a customer contact provider that could develop a broad solution for their growing technical help needs. The satellite company was enjoying rapid expansion and with their growing customer base came an increased number of technical calls to the company’s outsourced call centers. It became apparent to the company that their current call center provider was not equipped to handle the increasing volume of difficult technical calls.

After a careful review of several national contact solutions providers, the company chose West to develop a comprehensive customer care solution. The solution had to maximize performance and improve customer satisfaction while reducing live operator costs.



T H E W E S T S O L U T I O N :

High Volume Automated and Live Operator Solutions

To best serve the initial 14 types of technical calls, West developed a solution that blended both live agent support with an advanced automated solution incorporating Interactive Voice Response (IVR). All calls into the satellite service provider start out in the IVR system, which gives callers the option to transfer to sales, billing or technical support quickly routing callers to their area of interest. Routine calls such as account balance information, payment methods/options, program package descriptions and pay-per-view program ordering can be handled directly within the automated environment. Callers who need more advanced technical help can be transferred directly to the most appropriate live agent to resolve the problem.

West’s in-house scripting tool, the Agent Desktop Environment (ADE), was also deployed to better quantify and qualify the large volume of data being gathered. Through the ADE, call data is retrieved in real time allowing for rapid analysis of call trend data. Based on this information, West can pinpoint issues related to a particular geographic region, customer account number and make or model of equipment and then generate special scripts for the agents. Through this process West is able to identify technical problems quicker and increase first call resolution.



As the project grew, West was able to meet the challenge by bringing two sites online in the same year and increasing the number of agents from 650 to a peak of 1,300. Not only did the call volume increase, but the complexity of the technical calls increased. To address this need, West added a Tier 2 call group that is responsible for handling advanced troubleshooting on the more difficult technical calls.

Today West services 50 different call types, handles both Tier 1 and Tier 2 calls, offers Bilingual support and works through five operating systems. Over the years, West has worked with the satellite service provider to constantly evolve and improve the program, anticipating the future needs of their growing customer base.

THE RESULTS: Over \$12 Million In Savings Annually

Since the start of the program, West has helped to significantly reduce the number of on-site service calls by resolving more technical calls through live agents and in the automated environment. This reduction results in savings of over \$500,000 each month. Not only does the company enjoy tremendous cost savings but also customer satisfaction has increased to the highest levels in the industry.

Using the phone number from which the caller is dialing, also known as the ANI, West is able to filter callers to the appropriate section of the IVR or to a live operator based on an instantaneous and automatic caller identification process at the beginning of each call. This allows West to route 240,000 customer care calls per day more effectively, resulting in less confusion and quicker resolutions to problems in addition to saving the company nearly \$1.7 million annually.

Through the IVR system, West is able to resolve approximately 20% of all technical calls which reduces live agent calls, leading to an overall reduction of the operating costs for customer care and technical support. For those calls that cannot be handled in the IVR, information about the caller is passed to the live agent via Computer Telephony Integration technology, enabling efficient use of the agent's time and less aggravation to the customer. In addition, through the automated payment processing option, over 300,000 callers a month are opting to pay their bill with a credit card or electronic funds transfer through the IVR resulting in nearly \$5 million in savings annually.

WEST CORPORATION: A Premier Provider of Contact Solutions

West Corporation is one of the nation's premier providers of customer contact solutions, specializing in customized inbound, outbound, interactive, Internet, collections and conferencing services. West's experienced personnel, cutting-edge technology and advanced systems enable us to provide companies with solutions that help increase revenue, lower costs and improve customer satisfaction. At West, companies never miss an opportunity to capitalize on every customer contact. From customer acquisition and customer care to conferencing and collections, West has a proven track record of success creating customized solutions for many of today's Fortune 1000 companies.



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