

## OVERVIEW

Broadband subscribers today expect consistent broadband service and expedited maintenance times when service is interrupted. With the trend towards an ever more competitive landscape in telecommunications, service providers are expected to provide more consistent uptime, faster and higher quality service with fewer resources at their disposal. Taking an ever closer look at innovative ways to reduce the cost of support and maintenance increasingly takes priority and visibility at the executive level. teleNetwork, with an unparalleled breadth and depth of experience in the challenges faced in delivering a top notch customer experience, has developed a service delivery model designed to equip these organizations with new tools to face considerable challenges.

One of the biggest challenges faced by communication and entertainment service providers today is balancing the number of contact center interactions that result in a “truck roll” or dispatch to the field. These costly repair visits can result in customer frustration if the appointment is rescheduled, if the resolution is something simple that a call center representation could have fixed, or if the issue remains unresolved. On the other hand subscribers have become accustomed to having a field technician out to their home or place of business when their service is interrupted. But is it truly necessary to roll a truck when your help desk is unable to resolve a connectivity issue?

teleNetwork has created a new paradigm and formula for success in the call center. While designed to face many challenges, a key focus area in dispatch reduction deserves particular focus. The purpose of this case study is to explore how teleNetwork helped one of its partners develop a highly focused dispatch reduction strategy that has led to significant cost savings while preserving the customer experience.

## CLIENT CHALLENGE

A teleNetwork client, one of the largest and most successful telecommunications companies in the US, experienced dramatic growth through M&A activity. In order to meet synergy goals promised to Wall Street and its investors, this client needed to deliver on several process changes across the combined company. In particular among these, truck rolls (dispatch) offered an opportunity to deliver dramatic cost savings and improved customer satisfaction. Taking this project to task required a focus and stability that our client found difficult to achieve in a time of sweeping change. This resulted in a possible reprioritization of dispatch and threatened to delay ROI on our client’s recent acquisition.

While our client continued to work towards reaching their many goals, they recognized that with constant process changes, varying technologies and network topologies, and an evolving management team, achieving significantly reduced dispatch rates and the resulting cost savings failed to materialize.

With field repair resources stretched thin the added workload of constant process change only compounded the problem and drove costs higher. Internal groups found it difficult to synchronize processes and work together to successfully identify plausible solutions to these very real problems.

## DISPATCH REDUCTION STRATEGIES

With 18 years of experience providing measurable results to telecommunications companies, teleNetwork had several historically proven approaches to lowering dispatch at its disposal. After reviewing the client's requirements and performing up front analysis on the root causes of unnecessary truck rolls, teleNetwork decided to trial a strategy that had been used on another project. By focusing on quality assurance, management oversight, and repurposing a proprietary tool, teleNetwork was highlighting finer levels of granularity than had previously been available leading to a 36% reduction in truck rolls. teleNetwork's dispatch rate during this trial dropped by 5%, well below our client's target. After monitoring this trial in a carefully controlled environment, teleNetwork brought it up to production level and rolled it out across the entire account team for this client. Net result: teleNetwork lowered its client's overall dispatch rate by more than 30% within 90 days of implementing the new process. Following the complete production rollout the client saved millions of dollars and improved customer satisfaction with this highly impactful process change.

## PROGRAM SUCCESS

Before engaging teleNetwork for help reducing dispatch, our client saw dispatch rates as high as 14% on a month to month basis. Within ninety days of the initial analysis, teleNetwork had reduced this KPI (Key Performance Indicator) by more than the client had expected to achieve over two years time. teleNetwork has achieved these results by developing a repeatable dispatch reduction strategy that is currently being rolled out to many of its clients. By sharing best practices teleNetwork ensures the successful execution on strategic plans and organizational goals for our customers. This ensures mutually beneficial partnerships that last for decades.

## ABOUT TELENETWORK

teleNetwork is the leader in helping companies meet their strategic customer experience goals. Since 1993 teleNetwork has provided business process outsourcing services to leaders in key industry segments. By specializing in highly complex engagements requiring technical expertise, we have excelled where traditional BPO organizations are unable to deliver. teleNetwork employs call center professionals in traditional call center facilities and work-at-home locations throughout the United States. Our solutions include consumer and enterprise care and support for High-Speed Data, Mobility, Premium Technical Support, IT Help Desk, Enterprise Applications, and eGovernment. For more information, visit [www.telenetwork.com](http://www.telenetwork.com).