

» CLIENT PROFILE

This teleNetwork Client is a provider of communications, high-speed Internet and entertainment services through broadband and fiber transport networks. With over 7,000 employees, this Client serves 2.2 million access lines in 25 states with an annual revenue over \$2.4 Billion.

» SOLUTION OBJECTIVES

- Increase customer satisfaction by improving service level performance and customer service standards.
- Reduce Client churn by building a strong “customer experience” with each customer interaction.
- Reduce Client support expenses with call reduction and performance improvement strategies.
- Improve operational efficiency to drive higher customer satisfaction survey results.

» SUCCESS SNAPSHOT

- Drove customer satisfaction survey results to all time high measurements at 90% or better in all categories.
- Helped reduce Client churn by 2% within 12 months of the solutions implementation.
- Lowered support costs by 20% helping Client achieve desired budget reductions.

teleNetwork

is a leading provider of outsourced technical support services and help desk solutions for industry leaders in telecommunications, managed services, and technology consulting. As a privately held US based company, teleNetwork provides results-oriented solutions that help our clients achieve their strategic goals.

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CLIENT CHALLENGE

This teleNetwork Client experienced record growth in High Speed Internet connection sign-ups with a 31% annual increase in subscriptions leading the US in growth. In order to effectively support this rapid growth, there would be significant investment in capital expenditure and labor costs. The cost concerns related to adding a large permanent labor force were challenging for this client because locating and retaining a large internal support workforce was difficult to predict and prohibitively expensive. Scaling Internet help desk operations to meet the support requirements of this growth proved to be a daunting task for this Client.

Initially, the Client's operation was supporting all data products for both business and residential customers. As the result of this explosive growth, this client was unable to keep pace with the increased call volume that new subscribers were generating. This challenge was reflected in high abandon rates of 20%, and with calls being answered with an average speed of answer of 7.5 minutes. The lack of customer accessibility to the support team was an impediment to sustained growth in the competitive HSI market for the client.

TELENETWORK SOLUTION

Drawing on its experience working with other organizations within the telecommunications industry, teleNetwork tailored a performance improvement help desk solution to relieve the pressure on the existing internal support organization. The solution resulted in immediate service level recovery and an improved customer experience. teleNetwork was able to provide a predictable cost model by taking control of all HR-related tasks and applying best-practice staffing, quality assurance, and customer churn control measures. teleNetwork continually refined its business processes and support structure so that a smooth transition from the internal support organization to teleNetwork could be achieved.

PROJECT SUCCESS

After teleNetwork delivered its performance improvement solution, the Client's metrics showed a vast improvement: abandon rates fell below 7% while the average speed of answer dropped below 2 minutes. The Client achieved 90% or better in all customer satisfaction survey categories and attributed the success of this transition to a reduction in overall customer churn below 2%. teleNetwork's solution turned the support organization from an impediment to growth for the Client, into an asset in support of continued growth.