



CUSTOMER SUCCESS STORY:

DIFFERENTIATE THE CUSTOMER EXPERIENCE, IMPROVE PRODUCTIVITY & LOWER COSTS

CSG's approach to customer communication

BUSINESS OVERVIEW

One of the nation's largest Satellite Digital Services Providers saw an opportunity to better control how calls were routed through its call center for faster resolution and an improved overall experience. Nearly 80 percent of its inbound calls were solely for processing payments which took valuable agent time away from higher priority support issues.

Prior to leveraging CSG Interactive Messaging the company faced numerous business challenges with its existing system, including:

- A single customer service queue for their call center, which relied on customer keypad selections for call routing; customers wouldn't reach the right agent based on their needs. As a result, customers endured complex interactions without the guidance of a subject matter expert, as well as a poor interaction, often times with repeat calls to find resolution
- Limited automation hindered their ability to provide any outbound notifications to customers, especially during service outages

- The status of customer calls and the rating of their experience was often unknown because its existing system lacked any survey or reporting capabilities

The company realized that augmenting its legacy system would require extensive work to perform as desired and would require further customizations as its service offerings grew. Instead the company partnered with CSG to initiate a new Interactive Messaging approach—one that would allow for extensive automation, integration with existing systems and the ability to deliver up-to-the-minute communication to its customers.

THE SOLUTION

The company's decision to deploy CSG Interactive Messaging stemmed from three primary goals:

- 1) Divert routine calls that could go to an automated system for processing
- 2) Ensure agents were addressing higher priority customer inquiries
- 3) Lower the costs associated with customer support



TOGETHER, YOU WIN.



By achieving these goals, the company aimed to improve overall satisfaction and customer experience.

Following an intensive audit of the company's existing call center records, CSG determined that the lion's share of its inbound calls could be supported by an automated system rather than a live agent. Since an agent can be 10 times more expensive than an automated call, it made financial sense to reroute callers who prefer to make payments to an automated system.

CSG Interactive Messaging leverages automated call processing, enabling the company's call center agents to focus on the highest value customer interactions. The solution combines cross API integration to identify and authenticate customers and allows for both payments in full or partial payment. Customers still have the option to transfer to a live agent at any time should they choose.

In addition to inbound Interactive Voice Response (IVR), the company also integrated proactive notifications to provide an informative customer experience. Customers receive welcome notifications, outage alerts and payment update reminders.

THE RESULTS

CSG Interactive Messaging has transformed the company's operations by achieving several business benefits, including:

- Significant increase in customer satisfaction. As customers became more aware of the self-help options, such as making payments through the IVR, they used them more often. Customer satisfaction rates increased by 25 percent. Additionally, using CSG Interactive Messaging robust reporting and call analytics tools, the company has been able to drastically improve the customer survey response rate, jumping from less than 5 percent survey take rate via email, to over 20 percent through IVR

AS USERS BECAME AWARE OF THE ADDITIONAL SELF-HELP OPTIONS SUCH AS PAYING IN THE IVR, CUSTOMER SATISFACTION RATES HAVE RISEN 25 PERCENT.



→ Lower costs through stable and more consistent support. Proactive communication programs and robust IVR self-care have helped the company create a more stable call center environment. In addition, the system has been instrumental in:

- Leveling off incoming call volume to the call centers during an outage, decreasing call handle time and reducing the cost per call by 20 percent. During one network outage over 75 percent of calls received were proactively handled by the IVR and an estimated 10,000 calls were avoided with proactive outbound messaging.
- Diverting approximately 86 percent of payment-related inquiries to the automated IVR.
- Reducing costs by 46 percent by handling customer inquiries within the IVR instead of a live agent.

→ More proactive customer service. The addition of proactive IVR notifications has played a major role in improving overall customer communications as the company can now deliver messages of failed payments or network outages with a higher success rate. As a result, customer notifications have increased from a 20 percent click-through by email to over 80 percent contact rate with live answer and voicemail recordings. 30 percent of callers utilize self-care IVR functionality including: checking availability of service, outage notifications, update payment methods, validating security passwords, and troubleshooting technology

→ More precise customer care based on reason for inquiry. Agents' precious time is now available to address greater customer concerns. By accurately routing calls at they come in, the company has reduced transfers to other agents by 34 percent. In addition, with over 250 agents and four primary queues including Service, Technical Support, Fulfillment and Retention, the company now provides a top-notch customer experience at just a fraction of the former cost

CONTACT US

Personalized, seamless and effective communications are critical for building customer loyalty and your bottom line. CSG has collaborated with industry leaders in retail, financial services, pharmacy, travel, telecommunications, freight and logistics to implement comprehensive inbound and outbound calling strategies to achieve their desired business results. Whether you have a single project to kick off or need to compete more effectively with a comprehensive interaction strategy, we'll work together with you to ensure that your strategic customer interactions are more precise, more personal and more engaging. Contact us to discuss how CSG Interactive Messaging can position you for greater success at www.csgi.com.



ABOUT CSG

CSG simplifies the complexity of business transformation in the digital age for the most respected communications, media and entertainment service providers worldwide. With over 35 years of experience, CSG delivers revenue management, customer experience and digital monetization solutions for every stage of the customer lifecycle. The company is the trusted partner driving digital transformation for leading global brands, including Arrow, AT&T, Bharti Airtel, Charter Communications, Comcast, DISH, Eastlink, iFlix, MTN, TalkTalk, Telefonica, Telstra and Verizon.

At CSG, we have one vision: flexible, seamless, limitless communications, information and content services for everyone. For more information, visit our website at csgi.com and follow us on [LinkedIn](#), [Twitter](#) and [Facebook](#).