



**CUSTOMER SUCCESS STORY:**  
**Tier 1 North American  
Cable Provider  
Improves CX with CSG**

**The Problem**

Schedule changes are a part of business in the fast-paced world of field service. Because customers cancel, reschedule and request same-day appointments at any time, up to 20% of previously scheduled appointments are cancelled or rescheduled each day. These empty slots lead to lower productivity, higher costs and frustrated customers.

A Tier 1 North American cable provider experiencing these exact pain points knew they needed to make a change. Their traditional methods for planning technician capacity still left time unused that could have been allocated to meet customer demand.

In addition, manual processes cost them more time (and money) because dispatchers had to keep track of the constant shifts in quotas and scheduling. Any delays could negatively affect average on-time arrival and average time to repair—both key productivity and CSAT metrics.

**\$4.6M**

**IN NEW ANNUAL REVENUE**

**650K**

**COST SAVINGS PER MONTH**

## The Solution

To get their CX back on track, the provider deployed needed a better way to schedule appointments. Doing so would help their 7,000 regional technicians respond to more same-day appointments and resolve customer problems faster.

The provider was already a long-time customer of CSG, so they deployed the scheduling features within CSG Field Service Management™ to streamline technician schedules.

With the scheduling components in place, the provider then launched CSG Optimized Appointment Scheduling capabilities in its western territory, where it relies on more than 7,000 technicians to support over 9 million subscribers.

Optimized Appointment Scheduling improves technician utilization and minimizes productivity gaps/idle time without overbooking, driving a better customer experience and technician efficiencies. With this key feature of Field Service Management, technicians can:

- **Optimize appointment scheduling** with automated dispatch logic, creating a real-time dialogue between technician and customer availability
- **Manage technician shift profiles** so the right technician with the right skills is assigned to the right job
- **Forecast capacity**, even as it changes by the hour, with comprehensive dashboards to visualize operational data
- **Measure all aspects of field service** (run rates, average time to install, and more) with robust reporting tools
- **Give customers up-to-date information** about the expected arrival of their technician, along with other important information



## The Results

Within days of launching CSG Optimized Appointment Scheduling feature within CSG Field Service Management, the provider's test markets realized immediate results, including:

### Significantly improved productivity

In California, CSG Optimized Appointment Scheduling drove a 73% increase in daily booked jobs, equating to a productivity increase valued at \$4.6 million per year.

### Dynamically identifying schedule openings

The provider has the opportunity to fill unused capacity worth an additional \$485,000 in net-new monthly revenue.

### Lower costs

By shifting technician resources to open slots dynamically, the provider was able to calculate a productivity increase of \$640,000 in just one month.

### Filling more appointments throughout the day

The company's California market collectively reported a 32% improvement in its ability to offer first-available appointments across all job categories. The provider's Houston market also reported a 42% increase in its ability to offer and fulfill first-available appointments for new service installations.

### Delivering a superior customer experience

By fully optimizing and scheduling its field resources, this provider was able to make credible claims about quicker installs and turnarounds for a differentiated customer experience

#### About CSG

CSG empowers companies to build unforgettable experiences, making it easier for people and businesses to connect with, use and pay for the services they value most. Our customer experience, billing and payments solutions help companies of any size make money and make a difference. With our SaaS solutions, company leaders can take control of their future, and tap into guidance along the way from our more than 5k-strong experienced global CSG services team.

Want to learn more about how to be a change maker and industry shaper like our 1,000-plus clients? Visit [csgi.com](https://www.csgi.com) to learn more.