



## A Leading Cable and Internet Provider

## CASE STUDY

“West Notifications Group is unique in that the line of communication travels both ways. With this type of functionality, we were able to help the client not only send out over 30,000 notifications a day, but also confirm and reschedule appointments. The cable company has not only seen an increase in cost savings, but they are also experiencing an increase in customer satisfaction.”

- Vice President of Sales  
West Corporation

### OBJECTIVE:

#### Confirm Appointments and Minimize Costly Truck Rolls

One of the nation's leading cable and internet providers was looking for a better automated customer service solution to proactively confirm technician appointments with their customers. Traditionally, when a customer signed up for new service and scheduled an appointment, the company would send an automated notification to the customer ahead of time, but there was no opportunity for the customer to confirm or reschedule their appointment. As a result, some customers did not show for their scheduled appointments, resulting in increased costs for unnecessary truck rolls and decreased technician productivity. Not only was this type of service costly to maintain, but it was also frustrating for their technicians and customers.

The company identified the need to confirm appointments and minimize costly truck rolls prior to the technician's departure. Their goal was to replace existing on-premise automated outdial equipment with nominal cost and to improve the customer service experience via interactive communications. Dedicated to providing superior customer service, the cable company began searching for a hosted solution that would enable them to automate confirmations, reschedule appointments, and allow existing customers to cancel their appointment if necessary.

After a thorough competitive review, the company chose West Notifications Group to implement their interactive notifications solution. The company chose West Notifications Group for several reasons, but primarily because of its scalability, product feature functionality, and ability to provide significant cost savings compared to upgrading their outdated dialing equipment. In addition, West Notifications Group would easily integrate with the company's customer contact databases, accommodate complex business rules and automatically register customer responses.

### THE WEST NOTIFICATIONS GROUP SOLUTION:

#### West Notifications Group - Interactive Notifications Solution

Using West Notifications Group, the company was able to customize, manage, create and execute their notifications based on their specific objectives and business rules, via a web-based campaign management tool. West Notifications Group's customizable options also allowed the cable company to instantly create notification groups and upload call recipient's lists, as well as customize caller-ID listings to maximize customer answers. West Notifications Group's state-of-the-art interactive voice platform consists of thousands of ports with the capacity of delivering over 500,000 notifications per hour, giving the cable company the ability to reach their maximum number of customers each day.



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West Notifications Group also designed a personalized phone message that would be sent to the company's customers ahead of time that communicated the details of their scheduled appointment. When the interactive notifications reached their customers, they heard the appointment information and then had the option to confirm, cancel or reschedule their appointment, as well as transfer to a live agent if necessary using touch-tone functionality. If an answering machine was detected, a message was left with the date and time of the scheduled appointment and a toll-free number was also provided if the customer needed additional assistance.

All interactive notification statistics were provided through real-time, web-based reports that also allowed the client to effectively manage service technicians in the field. The reports included all facets of delivery, including how customers were responding, how long their customers listened to the interactive notification message and how many messages were left on answering machines.

### THE RESULTS : A \$75 Savings for Every Confirmed Appointment

With West Notifications Group, the cable and internet provider was able to process an average of over 30,000 automated appointment reminders a day. The success of this application was measured by the number of successful appointment confirmations as well as reschedules. With West Notifications Group, the client currently saves \$75 for each truck roll or no show that the interactive notification prevents, which equates to a savings of over \$500,000 a year. The West Notifications Group solution was also able to deliver over 95% answering machine detection with distinct messaging options based on whether the call was picked up by a person or an answering machine.

West Notifications Group's Professional Services experts have also helped the client maintain and tune the application on an ongoing basis. This has resulted in a 5% increase in automated call resolution since the program's initial launch. This improvement generated fewer customer calls into their live agent service center, resulting in a savings of \$6.50 per deflected agent call. Given these strong results, the client began to realize a return on their investment with West Notifications Group in the first month.

With West Notifications Group, the client is now able to keep its' agents focused on increasing revenue through inbound sales calls rather than spending time with appointment reminders. As a result, not only has the leading cable and internet provider seen significant cost savings, but they are also experiencing an increase in overall customer satisfaction, which has helped increased greater customer loyalty and retention.

### WEST NOTIFICATIONS GROUP :

West Notifications Group is one of the nation's leading providers of automated notification solutions, helping companies acquire, care for, grow and retain customers by enabling frequent and relevant customer contact at a price-point that is far superior to traditional contact methods. Our solutions deliver simultaneous real-time messages to millions of customers to their channel of choice, including phone, email, text messages, instant message or fax delivery.

West Notifications Group is a subsidiary of West Corporation and an affiliate of West Interactive Corporation, all of which are located in Omaha, NE. West Corporation is the leading provider of outsourced communication solutions with more than 42,000 employees worldwide. For more information contact 877-369-1858 or visit [www.westnotificationsgroup.com](http://www.westnotificationsgroup.com).



For more information contact us at:

**877-369-1858**

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