

One of the Nation's Largest Satellite-Based Services

THE OBJECTIVE:

Eliminate Unnecessary Trips and Improve Customer Service

Every time a truck rolls, an unnecessary customer call comes in, or a field tech reports to a location where the customer is not home, it costs the company money and causes needless delays in service. When you are one of the nation's leading satellite-based services providing digital television service to more than 18.9 million customers in the United States and over 6.5 million customers in Latin America, its impact on the cost of service continues to grow — and so does the opportunity for cost savings.

The company's existing system included automated outbound voice calls to customers, reminding them of their appointments, with the option of transferring to a live agent for cancellation or rescheduling. However, this process continued to result in wasted truck rolls, inefficient use of technician time and unnecessary involvement of live agents for rescheduling. Already working with West for more than 14 years, the company approached West Alerts and Notifications in an effort to adopt new technologies and capabilities that would enable them to achieve the following:

- Reduce the incidence of technicians arriving at homes where customers were not present
- Decrease the number of truck rolls where an on-site service technician was not necessary for call resolution
- Provide automated appointment scheduling and cancellation options to customers, freeing up agent time to focus on more complex customer service issues

THE WEST ALERTS AND NOTIFICATIONS PROPOSED SOLUTION:

Automation Improves Responsiveness at Every Step

West Alerts and Notifications worked with the satellite-based service to provide a design solution that delivers timely reminders of customer appointments and gives them the opportunity to reschedule if necessary. Capabilities include the following:

Appointment verification — This automated reminder confirms that customers will be available for their scheduled appointments and offers the ability to reschedule or cancel if needed, reducing the incidence of unnecessary truck rolls and missed appointments.

Estimated time of arrival — This automated reminder provides customers with notification that a technician is on the way. The technician uses a hand-held device to trigger an outbound message notifying the customer of their pending arrival. Customers again have the option to cancel or reschedule the appointment, allowing the schedule to be adjusted if necessary.

Bilingual Notifications — This automated service supports both Spanish and English calls and notifications.



Reminding customers of their appointments and providing an automated way to change/cancel appointments if needed saved the company approximately \$7M in agent costs and countless dollars in unnecessary truck rolls.

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Additional, complementary notifications were also put in place:

Proactive service issue notifications — This automated proactive notification alerts customers that the company is aware of and addressing unexpected service issues related to weather, technical issues and even specific pieces of equipment.

New customer welcome — This automated notification contacts new customers and welcomes them to the satellite-based service provider. It assesses customer satisfaction with service from the start, and provides customers the option of speaking to an agent if any service issues exist.

As part of the overall notification program, West Alerts and Notifications put in place an easy-to-use executive dashboard that provides up-to-the-minute information on status of outbound notifications and results achieved. The West Alerts and Notifications professional services team continues to work with the company to optimize the notification program and ensure that it achieves target results.

THE RESULTS: More Than \$7 Million Saved by Implementing Automated Appointment Reminders

Reminding customers of their appointments and providing an automated way to change/cancel appointments if needed has saved the satellite service provider approximately \$7 million in agent costs and countless dollars in unnecessary truck rolls.

The program has been received well by customers, and the company experienced a lift in its customer satisfaction score, from 68 to 72 percent.

WEST ALERTS AND NOTIFICATIONS:

A Premier Provider of Automated Customer Contact Solutions

West Alerts and Notifications 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 Alerts and Notifications is a subsidiary of West Corporation and an affiliate of West Interactive Corporation, all of which are located in Omaha, Neb. West Corporation is the leading provider of outsourced communication solutions with more than 42,000 employees worldwide.



**West Alerts
and Notifications**

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