



Leading Cable Company

Customer Relationship Management Solution

Business Challenge

A major triple play cable provider (“the Cable Company”) needs to differentiate based on customer experience and a customer relationship management (CRM) strategy and solution is required to meet the business objectives. The 24x7 contact center and supporting contact center tools and processes are a key to the strategy. The existing system required long training durations of over 5 weeks for reps, was not intuitive, and had limited issue management capabilities, which plays an important role in managing the customer experience. Looking to better manage the customer experience and issues, track customer data, and increase cross-sell/upsell ability, the Cable Company turned to Acumen Solutions.

Acumen Solutions is familiar with the cable industry and the complexity of OSS/BSS systems, with a strong understanding of the:

- Massive amounts of customer and billing data
- Complex customer-facing business processes
- Complex back end systems, such as billing, that are crucial to providing a smooth customer experience

Simply put, the Cable Company needed to integrate and improve customer care, telesales, field sales, service delivery, marketing and back-office customer support functions.

Solution

Based on the business challenges the Cable Company faces, Acumen Solutions:

- Created a CRM strategy, roadmap, and requirements set
- Supported business case development
- Performed business process re-engineering
- Evaluated, recommended and implemented an integrated CRM solution, Salesforce.com
- The solution includes a multi-phased deployment of salesforce.com as well as a complementary eCommerce and order management solution using the Sterling Commerce Multi-Channel Selling suite

“The Cable Company must put a greater focus on our customer’s experience. To do this we must increase first call resolution, decrease average handle times, minimize unnecessary truck rolls, improve sales pipeline and close rates, and more...Salesforce.com will allow us to manage that customer experience....”
- CSO at the Cable Company



Based on this solution, Acumen Solutions is able to:

- Integrate salesforce.com utilizing Sales, Marketing and Service & Support functionality
- Use custom controls to customize Salesforce.com appropriately
- Integrate salesforce.com with the backend systems to accurately create a single view of the customer and create easy and timely access for users to the to the right data
- Deploy computer-telephony integration (CTI) to accurately pop the right data onto the call center rep's screen
- Integrate Salesforce.com and Sterling Commerce MCS for order management (future work)

Return on Investment

The CRM solution will:

- Improve the end-to-end customer experience
- Deliver contact center efficiency and effectiveness
- Provide sales uplift
- Offer new sales and interaction channels to the company's customers