



Case Study – CRM Selection

Cable TV and Content Company

The client is a major Cable TV and Content provider with activities in the following categories:

- Analog Cable
- Digital Cable
- Broadband Internet
- Cable Telephony

Business Issue

The industry faced several business transformation events simultaneously. Technological change had created significant competitors overnight. The original state of this company was a roll up of over 425 individual locations and service quality was very poor, leading to substantial customer churn. Finally, the company wanted to launch several critical products and services and felt that their current operating model could not support the release and ongoing management of these customers and products.

Solution

The company sought assistance in the evaluation and test of a centralized Call Center business model. Our team conducted current state requirements, future state requirements, defined business solution designs, defined a new operating model and tested all components across major geographies and products.

Client Value Delivered

The team delivered the following results to the client:

- Complete Current State Assessment, Gap Analysis and Implementation Workplan
- Defined Centralized Business Operating Model, complete with business transaction detail
- Completed Pilot Implementation in a top ten geography of a full product suite – full service model. The result of this pilot was a doubling of field capacity, an order of magnitude improvement in Customer Service, and a 50% reduction in service delivery costs within the Customer Service Center
- Defined migration template and planning details and implemented migration across two new Call Centers for all products and approximately 1/3 of the company’s national footprint

Other Selected Clients

Additional clients for whom we have performed comparable engagements include:

- Large National Mutual Insurance Company
- One of the Country’s top 10 Metropolitan Cities
- Large National Waste Management Company