



Solution:
Field Service

Overview:

HardMetrics helps cable giant improve customer satisfaction while decreasing 'Truck Rolls', by bridging information gaps between the contact center and field service

Profile:

Industry:
Communications

Key Business Processes:

Contact Center, Fault Management, Field Services

Client:

US top 10 cable operator, providing state-of-the-art entertainment and communication services to over a million customers



... more effective decisions require immediate access to information not just from the customer's call. We needed to get to key information to make the right decision, but we didn't have confidence in our spreadsheet-based reporting system.



Cable Giant Cuts Field Service Costs, Improves First Call Resolution

Business Mandate

At cable companies, the customer service center is the first line of support for subscribers across broad geographical territories. When a customer calls, the customer service representative (CSR) is the "first responder" to the customer's crisis. In a perfect world, CSRs have the ability to resolve all problems on the first call. In the real world the problem may require field service staff to physically check the customer's on-site equipment. "We hang our hat on service," commented the VP of Field Service at this cable operator. "When in doubt we would roll a truck to resolve the reported fault quickly." However rolling trucks significantly increases the cost of servicing customers. Too often truck rolls result in hundreds of dollars spent to resolve ten dollar problems.

This cable company wanted to find out what percentage of complaints received resulted in truck rolls and how many of those on-site visits could be avoided, if front-line agents had better information at their finger tips to diagnose and resolve faults over the phone. "Sometimes all it takes is a reboot of a modem do the trick, but better and more effective decisions require immediate access to information not just from the customer's call. We needed to get to key information to make the right decision, but we didn't have confidence in our spreadsheet-based reporting system."



Optimized for time-series analysis, HardMetrics allows you to simultaneously view and analyze all key metrics that impact your operations. No need to lose days – or weeks – waiting for production statistics and reports.

Innovation Challenge

Every week the company captured a snapshot of faults by product line. Customers would call a complaint in, which would land in a certain 'fault bucket'. CSRs needed a 'view' of what faults looked like coming in from the customers and then a 'view' of how to resolve the problem - the solution code.

The VP of Field Service continued, "If there were 100 faults that came in, there could be a top ten ranking of solution codes. We wanted to empower our agents with the ability to solve customer problems on the first call. But first we had to provide them with a system that allowed them to map to and prioritize solution codes in real time."

While the cable operator's previous reporting parameters were fairly sophisticated, spreadsheet reporting lacked reliability. If for some reason the worksheets were not locked down consistently every week, details got lost. Managers who needed to do trend analysis

continued on page 2

“

We wanted to empower our agents with the ability to solve customer problems on the first call. But first we had to provide them with a system that allowed them to map to and prioritize solution codes in real time.

”

were unable to do so because each change made to the worksheet would skew the data and render the analysis inaccurate. The VP of Customer Service continued, “None of the reports ever matched. In meetings we would receive different statistics from different people because the initial query logic used varied from one person to another. We needed ‘ONE WAY’ of looking at, speaking about and measuring performance across all our business lines.”



The HardMetrics implementation took less than a week to complete.

HardMetrics Solution

The cable giant explored but ultimately decided against the ‘traditional’ options of deploying a data warehouse or building a proprietary reporting system because of the long implementation times involved. Now the cable company’s investment in HardMetrics is one of the many ways the company demonstrates its commitment to customers for reliability, quality and service.

“HardMetrics allows us to do a better job of fault management, which results in a higher number of first call resolutions and fewer trucks being rolled,” noted the VP of Field Service. “We now have a better understanding of the customer detail coming into the contact center, because HardMetrics gives us the ability to drill down, up or even sideways to understand if a reported complaint is isolated to the customer calling or to one product, or if it is part of a larger problem. HardMetrics has also opened up new ways for us to examine our business. We use HardMetrics to analyze the Cumulative Leakage Index (CLI). This is important for ongoing FCC compliance but also is a great way for us to identify faults even before a customer calls in a complaint.

The cable company is also using HardMetrics to assess the impact changes they make have on customer activity. “We are now able to see the other side of increased or decreased customer activity,” said the VP of Field Service. “For example, if we change a product or pricing, HardMetrics can show us any spike or decrease in customer complaints.”

continued on page 3



HardMetrics gives us the ability to drill down, up or even sideways to understand if a reported complaint is isolated to the customer calling or to one product, or if it is part of a larger problem...

With HardMetrics you can do analysis in an instant and have faith in the answers.



The cable operator's VP of Customer Service, who has been instrumental in driving the adoption of the HardMetrics technology to the CSR organization added, "I love HardMetrics' page builder function which allows me to hone into a view of the business I'm responsible for managing. I use it several times a week to see how we're doing with total contacts, customer complaints, new subscriptions and any other insight I need to trend our performance over the course of the day, week or month. HardMetrics makes it easy for us to marry total calls with the total work orders received to see if they tally.

This used to be very complex, because each call received did not necessarily result in a work order – a question about billing would not be entered into the billing system as a work order. Until now it was hard to tell if the customer got a satisfactory response to his/her billing question because it was impossible to map that level of call detail to other sources of data, like customer satisfaction polls or renewed subscriptions, because they existed in other systems that were difficult to tap into for deeper analysis. We can now put this level of detail in front of contact center managers, supervisors and agents which allows them to use the 'right information' to drive the best possible customer outcome."

Proven Results

The HardMetrics solution has been in production at the cable operator for a year with active users in customer service and field services teams across the country. Some of the benefits the billion dollar cable company has experienced include:



- Increase in first call problem resolution, ultimately increasing customer satisfaction
- Significant decrease in trucks rolled
- Decrease in cost of servicing customers
- Proactive real-time business monitoring
- Ongoing discovery of valuable details buried in calls and disparate information systems that help drive customer satisfaction and better CSR performance.
- Instant analysis for real-time cable fault diagnosis and immediate resolution

With HardMetrics in place, the cable company is currently capturing: solution codes, problems/faults, CLI, calls received, calls queued, calls abandoned, average call handle time, average speed to answer call and many other metrics that are meaningful to the company's business.

When asked if he could single out the most important benefit HardMetrics delivers, the company's VP of Field Service responded, "A network analyst walked into my office frantic wanting to know how she could find out the top three solution codes for a certain time period. She was ESTATIC when I told her that I could give her an answer in minutes. *With HardMetrics you can do analysis in an instant and have faith in the answers.*"