

Large Telecommunication Provider Case Study

Problem:

How can we cost effectively notify hundreds of thousands of customers in real time that their order has been fulfilled?

That is just one of the many questions one of the world's largest telecommunications providers asked InTouch Connections to solve. They needed to contact new customers in real time to inform them that their high speed Internet installation kit had been shipped. The communication needed to be timely and personalized with relevant information. Live agent calls were too expensive, and direct mail wasn't timely or reliable.

Solution:

InTouch Connections partnered with the provider to deploy a platform that contacts customers on a daily basis and provides them with customer specific information. This proactive approach reduced expensive and time consuming inquiry calls, while improving customer satisfaction.

Benefits:



Timely Communications:

Customers no longer have to wait for the mail to arrive, and the provider does not have to hope that their telemarketing reps make it through a customer contact list in a timely manner. Calls are made 6 days a week utilizing live data feeds to deliver calls on the right day at the right time.



Personal Touch:

InTouch Connections personalizes each and every contact by adding customer names, work order numbers, order dates, and ship dates. Customers also have the option of hearing the message in Spanish. This makes for a much more personal interaction and improves the customer's perception of the brand.



Reduced Operating Costs:

The InTouch Connections' infrastructure is located in a safe, fully redundant environment and guarded by the highest levels of security and supported by dedicated and experienced staff. The result? The G8 Summit organizers were assured that in the event of an unforeseen occurrence all reporters would be provided accurate information, regardless of where they were at the time.



Improved Customer Satisfaction:

Customer satisfaction scores with the installation process have improved as customers are more aware of their order status and appreciate the proactive and timely messages.