



MSO Rapidly Scales Home Security and Management Business Introduction

Increased Customer Acquisition and Retention by 21%

Multiple System Operator Case Study

OVERVIEW

Country: United States

Industry: Broadband

Customer Profile: Provider of video, high-speed data and voice services in the U.S., connecting 15 million customers to entertainment, information and each other. Employs more than 50,000 across the U.S. and serves customers in 29 states.

Business Objectives:

- Quickly and profitably scale new product introductions
- Improve customer experience with new product and decrease early life-cycle churn
- Improve operational efficiencies by averting unnecessary OpEx spend
- Increase new opportunities for revenue growth

Service Solutions:

- Revenue Enablement
- Service Fulfillment

Results:

- Increased customer retention by 22%
- Increased customer acquisition by 21%
- Increased installation rates by 11% and \$400,000/year in cost avoidance
- Rapidly scaled service to meet product demand
- Provided visibility across process gaps for continual improvement

BUSINESS NEED

When our MSO client launched their new business, the company needed greater visibility into its customers' experience and overall market performance with the new product. In addition to measuring its performance, the client sought to decrease early life-cycle churn by identifying and addressing customer experience issues.

To address their needs, the MSO engaged OnProcess Technology who quickly deployed Revenue Enablement and Service Fulfillment Service Solutions.

OnProcess initially conducted customer follow up calls in order to assess their performance and educate the customer on the new product. This revealed the need for reconciliation between the sales order and the customer's needs and expectations. Customers consistently underestimated the complexity and the time required for the installation and often wanted to install more equipment than listed in the order, causing the technician to spend additional, unscheduled time on a job or reschedule. Some customers were even at the wrong juncture of the sales cycle and simply wanted more information from a sales representative before agreeing to an installation.

This led to high installation failure rates which were doubly costly for the company. With an average cost of \$150 per truck roll as well as the potential loss of \$1,300 annual revenue from a dissatisfied customer cancelling the service after a failed install, it was crucial to complete a higher percentage on the first attempt.

SOLUTION



To achieve the objectives of reducing early lifecycle churn and installation failure rates, OnProcess deployed and continues to manage a variety of Revenue Enablement and Service Fulfillment services.

Revenue Enablement – OnProcess deployed a Schedule Assurance Program designed to verify the customer's desire for the installation, review the terms of the work order, confirm that the customer will be home and available during the installation process, and set customer expectations for the day of installation. The OnProcess team confirms the scheduled date and time, the expected duration of the appointment, the equipment being installed, the party required to sign the agreement and the terms of the agreement, including early termination penalties.

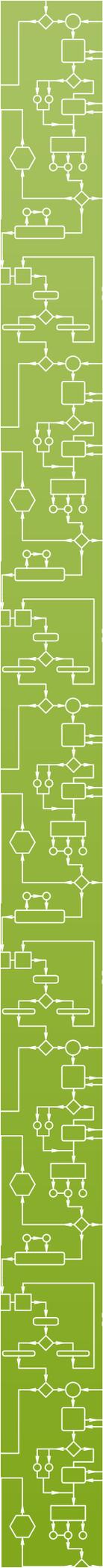
Service Fulfillment – OnProcess instituted post installation calls that take place within 1-5 days after installation and are structured to obtain feedback on the installation process and identify issues that could potentially lead to disconnect. Customers are asked to rate their satisfaction with the process, the technician, the product and the price as well as confirm that all equipment is functioning properly.

OnProcess maintains contact with the customer through check-in calls two weeks after install, providing another touch point to further educate the customer, drive adoption of product features, improve retention and reduce customer churn.

For additional insight into the customer experience, OnProcess performs a post-disconnect survey designed to identify the reasons for customer disconnect and attempts to resolve issues that might result in the customer's re-engagement.

BUSINESS IMPACT

OnProcess specializes in serving the Service Supply Chain, bringing greater visibility, efficiency, and profitability to the way clients provide service to their customers. By diving deep into the clients' processes, OnProcess was able to rapidly institute measures to improve installation rates, improve customer satisfaction and drive down early lifecycle churn for the client's new product after only 90 days. OnProcess's expertise allowed the MSO to adapt quickly to unexpected challenges.



Key benefits and metrics include:

INCREASING REVENUE

Rapid Scalability – OnProcess’ ability to rapidly scale its service provides the MSO with flexibility to meet demand for the new product.

Improved retention and acquisition – The enhanced sales process improved customer retention by 22% and customer acquisition by 21% in the first 90 days of launching the program.

DECREASING COSTS

Averting OpEx spend by improving install rates – Installation rates improved by 11% resulting in cost avoidance of \$400,000 per year.

IMPROVED CUSTOMER SATISFACTION

Enhanced customer experience – Customer Satisfaction increased and customer feedback has been incorporated into sales agent training programs to continue to improve the sales process and enhance the customer experience.

Greater process improvement visibility – Unbiased root cause analysis of process breakdowns provides visibility across the sales cycle and into the customer experience.

Our client summed up the value of the engagement in this way:

“It means a lot that I can trust OnProcess with our reputation and interact with our customers. They handle a lot of difficult service interactions where there is little room for error and turn it into a positive customer experience. Their technology, the process expertise they bring and the increased visibility have helped us scale, be proactive and rapidly adjust our service to better fit the customers’ needs. I’ve even recommended them to other companies because we all face the same challenges.”

Director of Compliance
Multiple System Operator

OnProcess Technology optimizes and manages global service supply chains by driving efficiency, profitability and scale through process expertise, advanced analytics and passion for customer experience.

For more information, call 508-520-2711 or visit www.onprocess.com.

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