



Rapid Scaling and Expert Dispatching Help Installer Boost Efficiencies and Customer Satisfaction

Challenge

HD Experts is no stranger to success. The in-home theater installation company, which originated as ConnectTV, was one of the first to represent DIRECTV. It did so well that it was acquired by DIRECTV in 2009, before reincarnating again as HD Experts.

According to Chris Coash, VP of Operations for HD Experts, its success is directly attributable to skilled technicians and timely service. "To get and keep the best technicians, we have to pay more than competitors," he said. With vendors like DIRECTV lowering its reimbursement rates, however, keeping pay levels on the upper edge could be challenging.

Providing timely service also had its challenges. "DIRECTV goes through ebbs and flows," Coash explained. "In slower times, when we didn't need as many dispatchers, we had to lay people off. Then when it got busy, we'd ramp back up."

To handle these peaks and valleys, HD Experts maintained in-house HR and payroll teams. However, when busy times came unexpectedly, even its healthy-sized back office couldn't get dispatchers on board fast enough.

"When providers launched a regional promotion out of the blue, we could easily go from 100 jobs one day to 200 the next. However, hiring and training dispatchers took at least a month," Coash said. As a result, HD Experts couldn't capitalize on all those opportunities.

Solution

To enhance efficiencies and responsiveness, HD Experts decided to outsource dispatching. "Outsourcing represented a big shift in our thinking," said Coash. "Dispatchers are critical to our business. As much as we wanted them under our direct control, we knew that wasn't practical if we wanted to grow a profitable business."

After carefully evaluating several managed services providers, HD Experts chose OnProcess Technology. "OnProcess came highly recommended by a colleague I trust. Plus, they had a lot of experience in the DIRECTV world and were very cost-effective," Coash said.

OnProcess specializes in complex service supply chain operations – the flow of people, parts and services following the sale of a product. The company's deep expertise, technology-based delivery and analytics-driven process improvements, help clients quickly optimize efficiencies, scale operations, grow revenue and profitability, and deliver superior customer experiences.

Today, OnProcess dispatchers provide communications support, order and traffic management, and day of job support for HD Experts' approximately 150 technicians, who can complete about 450 DIRECTV and WildBlue work orders a day. OnProcess fields about 25,265 calls and emails per month.



► Profile

HD Experts is a national provider of in-home installation services for consumer electronics and communications vendors including DIRECTV and WildBlue.

► Service Area

Service Fulfillment

► Service

Dispatch Support Services

► Benefits

- Scale at a Moment's Notice
- Capitalize on New Revenue Opportunities
- Save 40 Percent in Dispatching Costs
- Offset Lower Vendor Rates
- Boost Customer Satisfaction Rating by 14 Percent
- Establish Record of Truth

“OnProcess’ ability to rapidly scale up and down, and adapt to changing conditions is fantastic. Now we can operate with the speed and efficiencies our business requires.”

-Chris Coash,
VP of Operations, HD Experts

Results

Scale at a Moment's Notice

Business ebbs and flows don't challenge HD Experts like they did prior to OnProcess. "We don't have to wait for new dispatchers to be hired and trained. OnProcess can add skilled dispatchers to our business at a moment's notice," Coash said.



Now HD Experts can better meet both planned and unexpected spikes in demand, and capitalize on new revenue opportunities. Similarly, during slower seasons, HD Experts can scale back without laying off dispatchers.

Save Money, Pay it Forward

HD Experts reduced dispatching costs by about 40 percent thanks to the efficiencies created by working with OnProcess. Because the company no longer has to continually hire and lay off dispatchers, HD Experts was able to reduce its HR staff and outsource payroll to a third-party vendor.

According to Coash, "OnProcess helps us weather the storm of DIRECTV lowering their rates. We take the dispatch savings and pay it forward to our technicians."

By charging HD Experts a flat rate, OnProcess also makes planning easier. "OnProcess' predictable pricing helps us forecast more accurately, so we can consistently pay technicians a competitive wage," Coash added.

Improve Customer Satisfaction by 14 %

HD Experts' customer satisfaction rating increased from 85% to 97% since it began working with OnProcess. "This boost in customer satisfaction wouldn't have been possible without OnProcess dispatchers doing their jobs well," said Coash. "OnProcess makes sure that our technicians arrive on schedule and have the information needed to perform their tasks, and that our customers get their needs met on a timely basis."

Establish Record of Truth, Actionable Intelligence

OnProcess provides HD Experts with actionable intelligence through detailed reporting and analysis on job completion status and performance metrics, real-time GPS screenshots, email transcripts and phone call recordings.

"OnProcess records everything so there's never a question about what happened with technicians or customers," Coash said. "This is a huge help in enabling us to improve processes, take corrective action with technicians and clarify discrepancies in customer interactions."

“ Thanks to OnProcess, we can easily handle the ebbs and flows in demand, and give our technicians the quality support they need to succeed. ”

*-Chris Coash,
VP of Operations, HD Experts*