OnProcess Technology provides service supply chain optimization, back office operations support, and customer experience management services to some of the world’s leading technology companies. By implementing a Genesys Proactive Customer Communications solution to send text-based installation appointments reminders, they have helped a top three cable operator improve appointment success rate by 7%, which resulted in $1.2 million annual savings on unnecessary truck rolls, and increase acquisition revenue by $1.7 million per year, while improving the customer experience and retaining customers.

Missed Appointments Increase Cost and Decrease Satisfaction

OnProcess Technology helps its clients better understand, operate, and manage their supply chain operations and improve customer experiences.

One long-time client, a top three U.S. cable, high-speed internet, and phone provider was incurring high operational costs and reduced customer satisfaction scores as a result of customers missing or rescheduling appointments. This caused unnecessary truck rolls that cost an average of $50 each time a technician was sent to a customer’s home. It also meant additional back office scheduling and rerouting of technicians and the extra cost of creating new customer appointments, delaying service and affecting customer satisfaction.
In an increasingly competitive market where cable operators are feeling pressure from other satellite and cable providers, as well as mobile and internet subscription services and streaming devices, reduced satisfaction can result in customer churn and reduced revenues.

With this in mind, the OnProcess cable client knew they needed a more efficient process to confirm installation appointments, keep their trucks rolling on schedule, and reduce inbound calls, while increasing the customer retention levels.

Choosing a Proactive Mobile Approach to Verify Appointments

Based on their existing relationship and other successful projects across the U.S., the cable operator turned to OnProcess for process improvements to help improve installation rates in a major Midwest market. They had already been using outbound IVR to remind customers of upcoming installs, but were looking for another channel to increase installation rates.

By working with Genesys, OnProcess was already seeing great improvement rates for this same cable client using text messaging for an asset recovery project in another major market. OnProcess recommended using proactive text (SMS) notification reminders to verify customer appointments and avoid the expense of sending a technician when no one was home.

“The partnership with Genesys is great,” said Lindsay Shields, Director of Client Care, OnProcess Technology. She continued, “Genesys provides unique communication capabilities which enhance our end-to-end service programs for our clients.”

A Compliant Solution Ensures More Appointments Are Kept

Now, when customers schedule a new cable installation, service upgrade, or service call, trained technicians are assigned by the contact center agent, and a daily route schedule is mapped to make the most use of the technician’s time, as well as maximizing fuel and vehicle mileage.

OnProcess receives the list of customers to be installed daily from the cable operator and sends the list to Genesys to perform a real-time lookup in a national database to determine that the mobile number is not on the National Do Not Call list, which wireless carrier is associated with it, and if the carrier supports Free to End User (FTEU) text messaging. Compliance is a critical component for all mobile communications. Every organization needs to determine their own combination - and balance - of risk, effort, and cost of maintaining compliance. Working with a partner is an efficient way to stay within applicable regulations.

“We trust Genesys for their industry expertise in compliant mobile communications,” said Shields. The cable operator uses FTEU text messaging because it allows customers to receive the text reminders without incurring a message rate charge. Stating in the message that this text is free keeps the company compliant while also adds value to customers, since they see that they are not incurring any message rates.

Once this “compliant scrub” of mobile numbers in the national database is complete, the customer numbers on the list that were deemed eligible are reminded via text one business day prior of their installation appointment. As the customer had supplied their mobile phone number to the cable operator, and the text is an informational message, it is a compliant communication. The message contains the day and timeframe of their installations, as well as a phone number that connects to an OnProcess agent for customers who have questions, or need to make changes to their existing appointment.
SUCCESS STORY: ONPROCESS TECHNOLOGY, INC.

“Employing the right methodology brings people, process and technology to the right point to solve a business challenge and layer in the right tactics to optimize operations.”

Glen Thompson, Sales Director

This simple SMS interaction is direct, to the point, and delivers very powerful results. “Proactive reminders via text have not only helped our cable client streamline installation processes, but also increased their customer satisfaction levels,” says Shields. “We are excited to take this program to other regions for the cable operator.” By contacting the customer a day prior and reminding them of their appointment, the cable operator over one month saw 972 additional installations. Additionally, compared to households that did not receive an SMS message, they saw:

- 7.2% improvement of installations
- 8.1% improvement of rescheduled appointments
- 2.6% reduction in day-of-job failures

The month-end savings for the cable operator was $100K in truck rolls, with yearly increase in acquisition revenue of $1.7 million.

Glen Thompson, Sales Director at OnProcess Technology, states that, “employing the right methodology brings people, process, and technology to the right point to solve a business challenge and layer in the right tactics to optimize operations.”

RESULTS

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
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<tbody>
<tr>
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<td>Streamlined back office processes and customer retention</td>
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ABOUT GENESYS

Genesys® powers more than 25 billion of the world’s best customer experiences each year. Our success comes from connecting employee and customer conversations on any channel, every day. Over 10,000 companies in more than 100 countries trust our #1 customer experience platform to drive great business outcomes. Genesys on-premise and cloud solutions are built to be fluid, instinctive and profoundly empowering. Combining the best of technology and human ingenuity, we work the way you think.

Visit us at genesys.com or call us at +1.888.436.3797

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