

CASE STUDY:

Canada's Largest Communications and Media Company Improves Customer Service and Reduces Call-Centre Activity

THE CHALLENGE:

This client found an opportunity to improve customer service and increase revenue opportunities by pro-actively engaging customers to ensure their in-home equipment was optimally configured for television-on-demand services.

They believed that if, in addition to call center activities, their customers were offered a method to turn on the service themselves, and at their leisure, more customers would engage the service and engage it sooner. This would also reduce call center volume.

The challenges were:

- Find a mechanism that gave customers the ability to optimize their own equipment
- Trigger the appropriate engineering systems in order to verify the customer's configuration.
- Integrate quickly and easily into the client's existing infrastructure.

SOLUTION:

The strategy was to provide a web-based "self help" application.

The web application was to allow customers to verify the status of their own equipment and make it easy to resolve various customer-premise

problems through step-by-step direction.

The self-service approach would allow anxious customers a fast and convenient method to optimize their equipment, and thus they would engage premium services sooner and reduce the costs associated with traditional support methods.

RESULTS:

Three Wise Men worked with the client's engineering team to integrate with an existing internal test tool and run it in the background of the self-help tool. This allowed us to bring the tool's functionality forward in a simple easy-to-understand front end without involving any engineering changes.

Three Wise Men delivered the solution using a fully pre-configured and tested "Virtual Appliance". It was deployed to client's existing VMware ESX server farm within minutes.

TECHNOLOGIES:

- ✓ Delivered as a Linux Virtual Appliance to run under VMware ESX
- ✓ Ruby On Rails
- ✓ Integration with proprietary engineering tools

Success Model Profile:

Communications and media giant engages customers and reduces operating costs.

Goals / Objective:

- ✓ Reduce call-center "time on call"
- ✓ Provide self-service option for subscribers
- ✓ Rapid deployment

Website:

Proprietary



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