

Top Five Broadband Provider Streamlines Customer Survey Process and Reduces Costs

Deploying Varolii Interact™, the provider cut costs by 44% within weeks and created a more efficient survey process.



Dedicated to providing excellent customer service, a top five broadband provider sought to survey customers after a home installation or service repair.

Using agent resources to make outbound survey calls, the carrier achieved a high customer participation rate; however, documenting and updating the results was a time consuming and costly process. In an effort to lower costs and continue to provide excellent service, the company turned to Varolii. Within weeks, the company saved 44% compared to using agents and had a completely automated system with best processes in place.

Customer Retention and Loyalty - Top Priorities

With customer retention and loyalty as top priorities, the broadband company solicits feedback from its customers on a continual basis. However, with millions of customers across multiple states, collecting this feedback took considerable resources.

For years the provider enlisted outsourced contact center agents to call customers who recently had a home installation or repair. The customers' comments are used to evaluate service levels and isolate systematic problems. Getting the feedback quickly is critical for taking immediate action – whether it's contacting the customer for additional information or rewarding a technician who received a good review.

While agents consistently returned a 30-40% response rate of completed surveys, the company was dissatisfied with the format and timeliness of the results. The process was not fast enough and the results were not easy to analyze.

They needed a system that automated the process of updating and reporting the results. In addition, it sought to generate the same or better participation rates as the agent solution, while reducing costs. After a thorough review, the carrier chose Varolii for an automated survey application.

Automating the Process to Gain Immediate Results

Within hours of a service technician leaving their home, customers now receive an automated phone call that's interactive and personalized. The survey recipient is presented a series of questions about the service that was provided, and is then prompted to respond to the questions by using their telephone keypad.

Because Varolii is an extension of the carrier's data systems, customer responses are rapidly fed back into the company's systems where reports are run immediately to provide insight into campaign results.

CLIENT

Top Five Broadband Provider

CHALLENGE

Reduce costs surveying customers after technician visits, match success of using live agents, and gather immediate results of each contact.

SOLUTION

Use Varolii Interact for Customer Surveys to survey customers within hours after a technician visit and immediately update responses into back-office systems.

RESULTS

- 44% reduction in survey costs over outsourced agents
- \$300,000 annual savings
- Over 80% survey completion rate
- Near real-time access to customer feedback
- Rapid deployment (within weeks) requiring minimal IT resources

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Getting customer feedback within hours of the service call allows the broadband provider to take immediate action on the results. Varolii reached these project goals within weeks of deployment.

Creating the Most Effective Customer Experience

The goals of the interactive survey campaign were clear: create a high quality contact that invites customer participation while simultaneously delivering specific feedback to management in near real-time.

Based on analysis of billions of customer responses and a deep understanding of customer behavior patterns, the Varolii team applied several techniques in developing the application in order to maximize the survey results.

- **Mastering the message.** To produce the maximum number of completed surveys, Varolii worked closely with the broadband provider to determine the most effective survey script and continually tested factors such as message tone, length and personalization.
- **Timing is everything.** Generating as many “live” answers as possible and getting accurate feedback requires customer contact within hours of a completed service. The broadband provider can now contact thousands of customers within hours of a field service visit.
- **Test and perfect.** Using Varolii’s web-based reports, the company can track the number of surveys completed, number of live answers, how customers responded, the drop-off rate at each question, and much more. Analyzing these reports allows administrators to continuously fine-tune the message and the calling strategy to gain optimal results.

Achieving Results - Fast

The entire application was designed and executed in less than three weeks. In addition to the tremendous cost savings, the high participation rate indicates that customers appreciate the carrier’s effort to listen to their feedback. And now, with the automated solution in place, if a customer problem is uncovered, the company can take immediate remedial action.

For this top five broadband provider, using Varolii Interact for Customer Surveys equates to higher customer satisfaction and retention and increased operational efficiencies.

ABOUT VAROLII

Varolii® provides on-demand communication software and services that enable organizations to more effectively reach and interact with their customers and employees, getting the best result from every interaction.

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