

GET Transforms Customer Service with CT-Solutions Q4U Solution

GET cable, Norway's leading digital TV and broadband provider, has one of the country's largest networks available to private households. GET's customers can choose from more than 100 digital TV channels, have broadband Internet access with speeds up to 5.0 Mbps and broadband telephony services with quality of service.



Challenge

As GET's customer base rose, so did the number of calls into its contact centre. The company began receiving less than satisfactory customer service ratings, which led to damaging media reports. GET's contact centre was experiencing extremely high traffic peaks during popular pay-per-view events such as the World Cup games, and as a result of broadband and cable utility outages sometimes due to severe climate conditions. These peaks and lulls, in addition to low staff availability during holidays and vacations, made it difficult to adequately staff the centre. Long wait times led to high abandon rates, resulting in a loss of marketshare to competitors.

Solution

Under pressure from the media and customers to improve their customer service rating, GET approached Avaya in search of a comprehensive solution to its dilemma. GET was interested in a solution to help shorten customer wait times and reduce call abandon rates while also helping agents provide superior customer service. Avaya turned to CT-Solutions, a Gold-level member in the Avaya DevConnect Program, to help evaluate GET's contact centre needs and develop a viable solution.

Representatives from CT-Solutions held a series of workshops with GET to understand its business and analyze the contact center performance.

Based on their findings, CT-Solutions recommended GET upgrade its contact center platform to the latest release of the Avaya NES Contact Center, as well as install the latest version of CT-Solutions Callback Q4U solution.

- Avaya NES Contact Center solution allows businesses to collaborate with customers through the method of their choice using a single interface for blending inbound/outbound voice, email, web chat, and IM interactions.
- CT-Solutions Callback Q4U automated callback system gives customers an alternative to long call queue times and businesses flexible call return options.

Once the upgrades were in place and the solution went live, CT-Solutions monitored GET's contact centre operations for two weeks. Call traffic patterns and call abandon rates were analysed to determine how well the solution was handling call volumes. Using the information gathered, CT-Solutions further fine-tuned the Callback Q4U application. The new solution allowed GET to include targeted service outage information in its contact centre announcement message. Callers are asked to input their zip code, triggering an announcement for any known broadband or TV outages in that area. In addition, customers can leave a number for an automatic callback once service is restored to the area. The return call may come from a live agent or be a recorded announcement.

Customers not affected by an outage have the option to wait in queue or “virtually” hold their spot in queue and receive a return call once their virtual call moves to a live agent. Customers can also send a simple SMS message from their mobile phone to the contact centre, which places their mobile number in queue for a callback. The system can schedule return calls as they appear in the queue, or at a time specified by either the customer or GET.

Results

Within weeks of the Callback Q4U solution installation, GET’s customer satisfaction rating rose dramatically.

“After three weeks of operation, the customer service rating improved by 24%,” said Reda Louhibi, Call Centre Manager. The company’s contact centre customer service rating has remained stable at 95%, resulting in positive media coverage and increased business.

By minimizing queue wait times and reducing customer frustration, the customer callback feature has helped GET manage peaks in call traffic. Shorter call queues have resulted in less stress for customers and agents alike. In addition, scheduling return calls for off-peak call hours has helped keep staffing levels low while maintaining optimum customer service. Reducing the call wait time has also helped GET capture lost revenue by reducing the number of abandoned calls.

Learn More

For more information on how Avaya Intelligent Communications can take your enterprise from where it is to where it needs to be, contact your Avaya Account Manager or a member of the Avaya Connect channel partner program, or access other collaterals by clicking on

Resource Library at www.avaya.com.

ABOUT DEVCONNECT

The Avaya DevConnect Program provides a wide range of developer resources, including access to APIs and SDKs for Avaya products, developer tools, technical support options and training materials. Registered membership is free to anyone interested in designing Avaya-compatible solutions. Enhanced Membership options offer increased levels of technical support, compliance testing, and co-marketing of innovative solutions compatible with standards-based Avaya solutions. To learn more, or register for membership, please visit www.avaya.com/devconnect.

ABOUT GET

GET is Norway’s leading digital TV and broadband provider. Its customers are private households throughout the country, seeking to buy affordable, quality entertainment and communication services. GET customers have the largest selection of digital TV channels in the country, one of Norway’s fastest broadband speeds and the company’s commitment to broadband telephony quality of service.

For more information, visit www.get.no.

ABOUT CT-SOLUTIONS

CT-Solutions is a global leader in contact centres, helping enable superior customer service and maximum efficiency. Its CTI solutions and services are designed to enhance the customer service experience and help contact centres manage operational services more efficiently. CT-Solutions specialise in developing custom solutions to meet its customers’ unique requirements.

Headquartered in Oranmore, Galway, Ireland, CT-Solutions also has offices in Dublin, Ireland.

For more information, visit www.ct-solutions.com.

ABOUT AVAYA

Avaya is a global leader in enterprise communications systems. The company provides unified communications, contact centers, data solutions and related services directly and through its channel partners to leading businesses and organizations around the world. Enterprises of all sizes depend on Avaya for state-of-the-art communications that improve efficiency, collaboration, customer service and competitiveness.

For more information please visit www.avaya.com.