

Telecommunications Provider Case Study



SITUATION

A relatively new, fast-growing company offering local phone, cable television, broadband and ISP services was seeking to capture market share from long-entrenched competition, which had virtual monopolies in the market place.

APPROACH

Using our proprietary methodology, we were able to link operational metrics to customer experiences in order to enhance customer retention and acquisition in several different markets.

CHANGE

Based on our analysis, we were able to implement a number of changes—some subtle, some revolutionary—in order to help the company garner and retain a stellar reputation, threatening their well-established competitors. These included:

- › Conducting workshops to define root causes of problems related to billing, information technology and customer service
- › Implementing training and operational procedures to bridge the quality gap between employed technicians and subcontractors
- › Simplifying user systems and improved training for customer service representatives
- › Increasing customer service staffing levels
- › Linking incentive compensation to customer satisfaction targets

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About CFI Group (www.cfigroup.com)

CFI Group is a global leader in providing customer feedback insights through analytics. CFI Group provides a technology platform that leverages the science of the American Customer Satisfaction Index (ACSI). This platform continuously measures the customer experience across multiple channels, benchmarks performance, and prioritizes improvements for maximum impact.

Founded in 1988 and headquartered in Ann Arbor, Michigan, CFI Group serves global clients from a network of offices worldwide. Our clients span a variety of industries, including financial services, hospitality, manufacturing, telecom, retail and government. Regardless of your industry, we can put the power of our technology and the science of the ACSI methodology to work for you.