



## Case Study

# TeleTech's Online Chat Produces World-Class Sales and Service Results for Leading U.S. Cable Provider

**Pain Points:**

"I need to create a better experience for our customers."

**Industry:**

Communications and Media

**Solutions and Products:**

Customer Innovation, Online Customer Support

### Business Challenge

TeleTech was the chosen partner of a leading U.S. cable provider whose portfolio of services included video, high-speed Internet, and telephone services for approximately 5.5 million residential and business customers in 27 states. The challenge: consolidation of online sales and service to create a more seamless customer experience while maximizing revenue. Due to the unparalleled success of TeleTech's inbound voice sales solution, the client chose to integrate online chat as a logical next step.

In addition to driving sales revenue and optimizing cost, the client hoped to increase customer satisfaction and loyalty by providing multiple online touchpoints to their customers. TeleTech's online chat solution doubled associate performance as compared to a traditional, one-to-one voice transaction.

### Solution

TeleTech's online solution provided a seamless customer experience utilizing the client's existing website to offer online users a variety of ways to reach a sales consultant or support associate. The online chat icon was conveniently displayed in various, easy to locate areas, with each icon configured to automatically route the customer to the associate most skilled to handle each particular request. In addition, a complete history of the inquiry was transferred with the customer as the call was routed forward, thereby eliminating the frustration of repetition. This technique kept misdirected inquiries to a minimum, quickly leading customers towards a successful resolution the first time, increasing the overall effectiveness of each interaction while lowering average handling times.

### Results

TeleTech's integrated online chat solution managed multiple online requests without necessitating a phone call. Other results included:

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- Additional sales revenue generated through assisted online chat - approximately 5M annually
- Additional add on units sold through assisted online chat were approximately 185,000
- Voice of the Customer quality scores across all teams averaged 4.3 on a score of 5.0 (based on customizable online chat exit surveys)

The client saw consistent growth in their customers' adoption of online support. Customer satisfaction results delivered by TeleTech associates led to an increase in size and responsibility across sales and support teams. The TeleTech online sales team also added customer experience ownership to include handling transfer of service/account reconnection requests and issuing credits for service disruptions. These additional responsibilities not only eliminated the need for a customer phone call, but further empowered the TeleTech online sales consultants to increase average order totals, reduce potential customer churn, and increase customer experience via a customer preferred online transaction.