



MicroAutomation Implements Outbound Notification for a National Cable and Internet Company

The Challenges

In today's business environment when customer service is vital, it is essential that companies develop proactive methods of communicating and providing information to their customers. One of the nation's major cable and Internet carriers was in need of a method to proactively contact customers and provide information about service, up sell and cross sell opportunities, and to confirm scheduled technician visits. In creating a solution, this national cable provider had the requirements that it be highly flexible, seamlessly integrate with their current infrastructure, and have the ability to be highly customizable in order to meet the specific needs of their business.

The Benefits

- Combines notification with self-service options
- Highly flexible and seamlessly integrates with existing infrastructure
- Customizable to meet the specified needs of your business
- Improves live agent efficiency and utilization
- Increases customer satisfaction
- Dramatically reduces operating costs

The Solution

The solution was MicroAutomation's MicroMessenger™, an outbound notification solution. MicroMessenger is an effective communication method that increases customer service and satisfaction, while reducing overall costs. In this case, MicroMessenger dynamically calls customers and provides them with pre-recorded information and will allow for interaction with an IVR or for transfer to a live agent. MicroMessenger solution use cases at a national cable and internet provider:

Confirmations: Use of solution to remind or confirm appointments to ensure their customers will be home prior to sending a truck and technician.

Recall/Service Interruption Notification: Use of solution to contact customers regarding recall notifications and situations where a service interruption has or will occur. When coupled with a mapping system, the solution retrieves all of the home phone numbers in the area and broadcast an emergency announcement to all citizens using the phone system.

Product/Service Up-sell: MicroAutomation's solution was used to advise the customer base of new product releases or additional services that may be available to them. Customers interested in additional products or services are quickly transferred by the system to the next available agent to complete the transaction.



Use Cases

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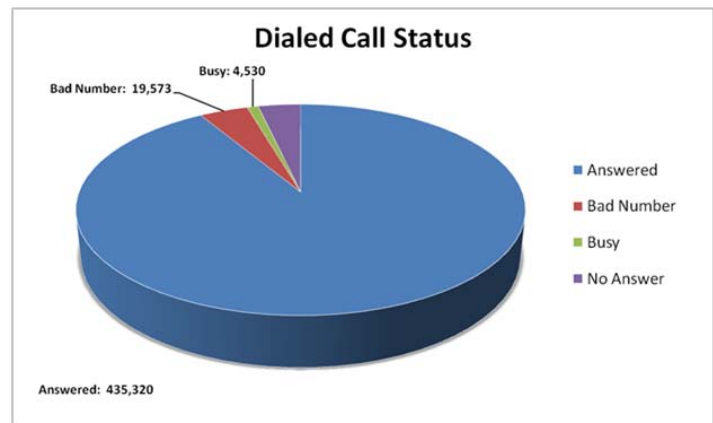
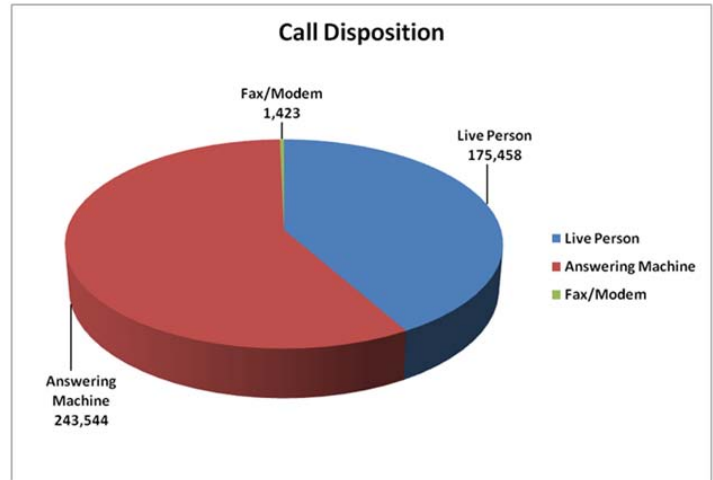


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Reporting and Analytics

MicroAutomation provides a myriad of outbound dialing campaign reports. Recommended reports would be:

- *Dialed Call Status* – Bad #, Busy, Dialer Failure, Network Error, No Answer, Answered
- *Answered Call Disposition* – Answering Machine, Live Person, Immediate Hang-up, Fax/Modem Line, Unknown
- *Call Results* – Bar Chart representation of the calls answered
- *Call Detail Report* – Result of each individual call based off the CSV file sent



About MicroAutomation

Commercial, government and 911 customers worldwide have benefited from MicroAutomation’s expert design, development, deployment and support of their contact centers for over 20 years. Outstanding creativity, the ingenuity and forethought of our engineers and partnerships with a wide-range of leaders in our industry allow us to continually provide our clients solutions that surpass expectations. www.microautomation.com

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