MicroAutomation
CUSTOMER CONTACT SOLUTIONS

Case Study

COMCAST

In 90 Days, MicroAutomation Helped Comcast Engage 10 Million Customers

Background

Founded in 1963 as a single-system cable operation, Comcast is known today as the leading cable services provider in the United States. As part of their portfolio, they offer broadband cable, commerce and content services to businesses and private individuals. They have offices across the country, with customers in 40 states.

Challenge

Comcast's success and growth, however, presented a problem. They found that it was difficult to effectively service over 20 million customers they had acquired as parts of different legacy companies. Moreover, they had felt "burned" by technology in the past that boasted positive outcomes, but instead delivered negative results. For instance, an automated dialing system that did not take the time zone of their customers into account or called the same customer number multiple times.

In response, Comcast wanted to adopt a new, proactive customer service strategy that reduced the volume of inbound calls, eliminated low-value agent calls and created customer engagement opportunities.

Most of all, they sought to accomplish this through a solution that was controlled by the business; they didn't want to have to call upon their IT resources or a vendor every time a change needed to be implemented. They wanted an interactive graphical user interface (GUI) that could be used by a call center manager, without having to engage IT, to create new campaigns and applications, as their goals and needs evolved over time.

Solution

MicroAutomation was selected by Comcast to help them achieve their vision of improving the customer experience, while also reducing their overall operating costs. We were part of a team that developed a next generation inbound IVR solution for Comcast nationwide. Our team won a "champion challenger" contest because of its "intuitive, predictive" inbound call handling design.

As a result of this, and our ability to contact customers based on their location through our OmniEngage product, Comcast engaged us to help them fix and implement a new proactive customer engagement solution.

With OmniEngage, we were able to demonstrate:

- How we can contact customers based on zip code, not area code
- A flexible, accessible user interface that could be controlled by the business
- Advanced calling windows, with follow-up calls, as well as opt-in/opt-out management
- Real-time system updates based on customer engagement

"OmniEngage was able to engage 50,000 customers per hour and over 400,000 per day. An original project with a 9-month timeline and budget of $5M executed in 90 days at a cost around $750k. We realized an ROI of $4M while improving key service level metrics."

-Wayne Ramprashad, Former Executive Director, Comcast

Results

By working with MicroAutomation, the project only took 90 days and $750,000 to plan and execute, instead of nine months and $5 million, as originally scoped. As a result, Comcast was about to roll-out a new interactive, digital cable solution seven months ahead of schedule, while also:

- Preventing contacting the customer multiple times, if their phone number was listed on multiple accounts
- Engaging customers based on their zip code, keeping contact times to the right hours of the day to comply with federal and state regulations
- Enabling real-time updates to their CRM and other backend systems
- Checking backend systems prior to every call, preventing redundant communication around an issue that may have already been resolved
- Avoiding dead air on outbound phone calls, as our "assume human" best practice on outbound calling utilizes IVR technology to immediately engage customers

Comcast never received a single complaint from customers on over 10 million interactions utilizing OmniEngage. The advance business rules provided the foundation to transition from reactive to proactive customer care.

Summary of Results

- **ROI of $4M**
- **Engaged 400,000 customers per day**
- **Contacted customers based on their location**
- **Real-time updates to back-end systems**
- **89% connection rate**

MicroAutomation empowered Comcast to connect with over 10 million customers in 90 days, connecting with 89% of their customers. And through our innovative OmniEngage solution, they were not only able to improve the customer experience – they experienced cost savings, with a clear forecast of ROI for all future outbound campaigns.

About MicroAutomation

MicroAutomation focuses on driving proactive and personalized customer interactions across all channels – phone, mobile, web, text, social, and agent – while reducing the overall operating costs to service your customers. We turn your customers into your advocates through technology innovation. Our mission is simple – enable effective, efficient self-service to your customers through our reduce customer effort strategy.

Since 1991, MicroAutomation has formed partnerships with our clients, establishing relationships that last. We combine our technology experts and applications with industry leading contact center technology vendors to drive innovative customer self-service for our clients. The combination of our people, applications and technology enables us to deliver Solutions as a Service. We have a passion to provide our clients with a competitive advantage in the market through enabling a superior customer experience.

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