

eglue Inspires – UPC

Summary

UPC NL, the cable and media company serving more than 2.1 million households in the Netherlands, was looking for ways to increase customer satisfaction, improve operational efficiency and boost profitability.

With the help of eglue InterAct, a unique customer interaction management solution, UPC call center agents are now able to “place greater focus on customers”, making customer experience an optimal one. The company also saw a significant reduction in Average Handling Time (AHT) and an almost 40% increase in the success of sales promotions and in service-to-sales conversion rates.

UPC realized a return on investment (ROI) after only six months of using the eglue solution.

Background

UPC NL is part of UPC Broadband, Liberty Global’s European cable division. The cable and media company serves a total of 2.1 million households, with 660,000 customers of broadband Internet services, and more than 526,000 subscribers of the digital telephony services. UPC started out as the Netherlands’ very first cable company with large-scale deployment of digital TV Video-On-Demand (VOD) services, now subscribed to by more than 592,000 Dutch customers.

UPC also delivers Priority services, which are tailored specifically for the needs of businesses, and are successfully deployed at leading hospitals, energy companies and travel agencies throughout the Netherlands.

The Challenge

UPC continuously strives to increase customer satisfaction, operational efficiency and profitability. As part of this effort, the company made a decision in December, 2007 to improve the quality of its call center interactions. The objective was to optimize the customer experience for its subscribers and in addition, UPC was looking to further reduce Average Handling Time (AHT), raise sales and service-to-sales conversion rates at its network of call centers spread out across Holland.

“Our needs primarily revolved around enhancing customer experience while still generating greater revenue,” explains Marco Vianen, Vice President of Customer Operations at UPC NL.

“Our customer relationship management – or CRM – infrastructure was not designed to focus specifically on customer interactions.”

“From a customer experience perspective, we needed to be able to gear up and respond quickly to subscribers’ needs – to enable call center agents to better serve them with complete, context-sensitive awareness of their history, as well as of their real-time circumstances,” he continued. “On the business side, we required a solution that would enable us to have faster time-to-market for new commercial and operational initiatives.”

Alex Ten Cate, Customer Care Project Manager at UPC, adds, “We sought a solution that could continuously provide our call center agents with the relevant information they need in order to proactively address the needs of the customer on the line. The solution would then apply appropriate business rules to improve efficiency of customer interactions, and enable agents to fully capitalize on potential revenue opportunities and generate new ones.”



After a successful implementation of the eglue solution, UPC has achieved a major increase in sales conversion rate and reduction in Average Handling Time (AHT) of more than 20 seconds. UPC realized return on investment (ROI) in less than 6 months

“The solution allows our agents to place greater focus on customers, rather than focusing on procedures and technicalities.”

**Alex Ten Cate,
Customer Care Project
Manager, UPC NL**



Inspire every interaction™

The Solution

UPC's Customer Care team found the solution it sought in the eglue InterAct Suite, a unique and highly effective real-time customer interaction management Suite. To meet UPC's specific needs, the solution was further enhanced with two dedicated business applications: eglue InterAct for Efficiency and eglue InterAct for Revenue. eglue InterAct for Efficiency reduces overall operating costs by enabling agents to shorten call duration, improve efficiency and keep errors down to a minimum, while eglue InterAct for Revenue boosts revenue generation by providing ideally timed contextual guidance on the most effective cross- and up-sell offers.

A key feature also bundled in the solution included an automated process capable of determining technical faults by capturing customer data entered in the company's Interactive Voice Response (IVR) system. The process automatically accesses UPC's own management software to automatically perform diagnosis and quality checks to ensure proper resolution of technical problems during the call. All of this is fed back into UPC's legacy CRM applications. Additionally, a credit tool was implemented to present Customer Care personnel with customers' most up-to-date credit information. As a result, call center agents benefit from inclusive access to all relevant information on the caller, making each customer interaction accurate, efficient and positive for the customer.

eglue software was also used to improve resource allocation when dispatching in-house and outsourced technicians to customer sites. With eglue, a typically complex process was transformed into a fast, error-free and intuitive system, resulting in a drastic reduction of AHT.

UPC also uses the eglue Designer Suite, a friendly and intuitive interface enabling its Customer Care managers to accurately set up and define projected call center interaction scenarios, call flows and contextual call-outs, with little or no IT support.

Results

"eglue has delivered on all counts," says Marco Vianen. "During the time it has been in use at our call centers, it has driven a significant reduction in AHT and a measurable increase in the success of sales promotions and in service-to-sales conversion rates. eglue has become an indispensable aide in our call center agents' daily working environment."

After successfully implementing the solution, the following results were observed:

- Return on investment (ROI) achieved in less than 6 months
- A major increase in sales conversation rate
- Average Handling Time reduced by more than 20 seconds

"The solution allows our agents to place greater focus on customers, rather than focusing on procedures and technicalities," states Alex Ten Cate.

He adds, "We have already started on the next steps, including deployment of eglue's Executive Suite, which will provide our customer care and business managers with survey and reporting capabilities. These will primarily be used to identify service areas requiring improvement."

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Marco Vianen,
Vice President,
Customer Operations,
UPC NL

About eglue

eglue is a global provider of unique real-time customer interaction management software solutions for the enterprise. eglue makes it possible for companies to achieve the most efficient and optimal results during each and every customer interaction, by continuously adapting and responding to changing business circumstances in real time, and by managing the inherent unpredictability of interacting with customers.

A privately-held company founded in 2001, eglue is headquartered in Hoboken, New Jersey, with offices in the United Kingdom, in Spain and in Israel. eglue caters to Fortune 500 companies worldwide and is backed by such leading international VCs and private investors as Giza, Cedar Evergreen and Plenus Venture Lending.



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