

# Client Case Study – Inbound Customer Service



***“The Power of INTELLigent  
Customer Contact”***

# Client - 3<sup>rd</sup> Largest Television Broadcaster in the US

Program Duration	August 2004 – ongoing
Call volume	Over 1 Million Calls per annum
Program Type	<b>24 X 7 Customer Service, New Service Ordering &amp; Activations, Billing Support, Tier-1 &amp; Tier-2 troubleshooting</b>
Product type	Direct to Home TV and Pay per view programming
Target Average handle time	300 Seconds
Desired Occupancy	70% +
Target Service Level	85% calls answered within 15 Seconds
Abandonment	Less than 5%
Cost Saving	Over 40%

# IT & Telecom Set-up For Client

- Inbound calls received through dedicated International Private Leased Circuits.
- Call processing – Avaya IVR, Avaya ACD & NICE call logger.
- Intellicom call center is integrated with client call center for seamless transfer of escalated calls back to the US.
- MIS – Avaya CMS
- Network Access – Real-time access to client applications in Florida through dedicated data network and thereafter to the customer provisioning application in California on client back-bone.

