

# Solix's Customer Care Solutions Increase Sales for Fortune 500 Telecom and Data Provider

## Client Overview

A global telecommunications and data provider needed a vendor with the expertise and experience to manage their inbound calls from their premium-level, residential consumer base. They required specialized contact center services to drive up-sell opportunities for their new product offerings and deliver superior customer service in an extremely competitive market.

## Program Objectives

- ✂ Reduce subscriber wait time, ensuring calls get routed immediately to improve overall customer experience.
- ✂ Increase revenue by upselling several product lines bundled as a whole home entertainment offer.
- ✂ Keep up with strong competitors by introducing broader, more forward-thinking service offerings.

## Challenges

- ✂ Manage volatile call traffic with fixed internal resources within their consumer-based call center.
- ✂ Deliver superior customer service ratings in a highly competitive, sales-driven market.
- ✂ Maximize all resources and call center technology to ensure cost savings.
- ✂ Maintain professional, personalized service while safeguarding customer data.

## Solix Solution

- ✂ Develop a highly-specialized comprehensive training program with a low agent/coach ratio.
- ✂ Implement robust, real-time monitoring and reporting to ensure program agility, effective management and better results.
- ✂ Customize messaging and employ a targeted sales approach to right-size accounts based on customer persona.

## Results

- ✂ Solix's specialized agents, trained on premium service offerings and target audience messaging, act as a seamless extension of the service provider's team and brand.
- ✂ Solix is consistently recognized as #1 vendor in customer satisfaction rankings as measured by Net Promoter Score.
- ✂ 8+ year relationship and continued commitment to delivering quality customer service and sales targets.