Regional Telecom Provider Outsources Lifeline Program to Solix for Speed & FCC Compliance

Transparent Solutions, Visible Results

Client Overview

In response to the Federal Communications Commission (FCC) Lifeline Order in June 2012, a northwestern regional telecommunications provider needed a solution to quickly design and deploy a Lifeline recertification platform to renew its entire Lifeline subscriber base by year end. They required a program administrator with expertise and a proven track record in Lifeline programs to deliver accurate, high recertification rates in order to comply with the FCC order.

Program Objectives

- Outsource Lifeline recertification in order to comply with FCC deadlines and avoid fines.
- Implement an effective, multichannel outreach strategy to quickly connect with the large existing customer base to recertify their Lifeline eligibility.
- Recertify half of all current subscribers based on universal industry benchmarks, and provide mandatory reporting to FCC by mid-January deadline.

Challenges

- Balancing cost, program effectiveness and regulatory compliance to verify eligibility for thousands of landline and wireless customers.
- Limited in-house resources to recertify and report by the FCC deadline.
- Ability to develop diverse campaign tactics to reach and recertify extremely rural or difficult to reach customers to keep them active.

Solix Solution

- Develop and make available to subscribers a variety of flexible recertification options, including Interactive Voice.
- Response (IVR), an easy to use web application, and a hard copy mail application to reach entire customer base.
- Create an automated Lifeline platform to verify customer eligibility based on their participation in at least one of seven federal benefit programs or at least one of 15 additional state benefit programs.
- Implement a new month-to-month recertification process whereby customers renew annually in their anniversary.

Results

- Reduced costs and leveraged automation for greater speed and efficiency for recertification program.
- Surpassed customer goal and recertified 68.5% of their existing customer base.
- Minimized heavy volumes of processing at one time and introduced customers to an anniversary renewal program.