



CASE STUDY BROADBAND

Largest Broadband Cable Company Improves Customer Satisfaction Using Triggered Marketing Solution

challenge: One of the nation's largest Broadband Cable companies needed a solution to measure the performance of their customer facing employees and contractors including field service and sales organizations, technicians, and call center personnel.

solution: We created and deployed a triggered customer survey program designed to gather immediate feedback enabling the client to measure its employees' performance and optimize customer experience across all touch points. To obtain the greatest accuracy of customer input, surveys are sent within 24 hours of contact using email and delivered letters. Response data is managed using an interactive, on-demand reporting portal that features "urgent alert" capabilities to notify management about negative feedback helping them resolve issues before they escalate. Which resulted in improved customer satisfaction and decreased churn?

impact:

- Generates an average 28% response rate.
- Changed the culture and created a "total mind shift" positively impacting field organization personnel (sales, service, technicians, contractors).
- Delivered a measured improvement in customer satisfaction as measured by 80% improvement in urgent alerts and Net Promoter Scores.
- Attractive ROI by increasing the lifetime value of the customer and decreasing defection rates.

"Eagle:XM is our "go-to" vendor when we want to test new ideas. Other vendors are "cookie-cutter," Eagle:XM thinks outside the box."

- Senior Marketing Associate