Case study

CABLE & HOME INTERNET SERVICE PROVIDER

A customized Roboworx solution streamlined the process of auditing end customers' accounts to automatically identify and remove superfluous devices, and make appropriate billing-related

Industry	Process automated
Cable & Home Internet Services	**Customer Billing & Account Mgmt.**

The Client

The client is one of the world's largest providers of cable and home Internet services. It also provides telephone services as well as produces feature films and television programs. This B2C company directly services end customers and has a rigorous process for managing customer accounts. It also has a large customer service department with trained agents who respond to customers' queries and handle their complaints. The process involves multiple checks and balances as well as numerous back-end iterations to check account data, add/remove devices, adjust billing amounts, etc.

The eClerx Partnership

In addition to technical expertise, eClerx also has advanced know-how of the client's business, market conditions and end customer needs. This combination of technical and business proficiency enables us to design and deliver solutions that increase the speed of issue resolution and thus increase customer loyalty. With our support, the client has also reduced the cost of customer service and increased its ability to generate greater revenues.

The Problem

In order to reduce customer issues and complaints, particularly those related to billing, the client needed to first implement a streamlined audit process. The audit would involve verifying customer accounts in the system, identifying deviations or errors, making appropriate corrections where necessary and finally informing the customer of changes made. This process was especially cumbersome and time-consuming in cases where agents had to add or remove devices from customer accounts. First, they had to log in to one tool to assign devices to themselves, then access the billing tool to make required changes, and finally go back to the first tool at the end of the day to unassign the devices from their own account. If they failed to close this cycle for any reason, the requisite changes did not reflect correctly in the billing tool, which led to client complaints and churn. Even if they did complete the process, they ended up wasting a lot of time, time that could be better utilized to actually serve customers and increase their satisfaction.

The Solution

With Roboworx, eClerx re-designed this entire cumbersome process with an optimal mix of human inputs and robotic automation. The automation solution – a type of web data extraction – would get the assigned equipment information for each agent directly from the client tool. It would then consolidate the results into a single, easy-to-read Excel sheet that can be used by supervisors to easily remove the assigned equipment for the respective identified agents.

The Process

1. INSTALLATION

Roboworx is installed on client's machines as an executable file (Roboworx.exe)

2. DEPLOYMENT

Login credentials are entered and Roboworx is executed

3. DATA EXTRACTION

Roboworx automatically extracts agent ID data from the client application and transfers it to Excel sheets at an FTP location belonging to eClerx

4. DATA AVAILABLE

Supervisors have the information they need to remove devices assigned to specific agents

The Result

This manual-to-automation approach eliminated the need for agents to login to multiple tools in order to manually remove devices and make adjustments to customers' billing accounts. It also eliminated the effort required to manually identify agent-device pairs and painstakingly remove assigned devices.
The new streamlined process enhanced operational efficiency, improved agents' AHT, enforced accountability and also enhanced customers' experiences.

80%
FTEs saved

Other benefits

- Increased data accuracy and availability

- Move agents' focus from time-consuming data extraction to more strategic tasks like call quality monitoring and analysis

- Improved customer experience for greater loyalty and 'stickiness'