

Case study

# CABLE/ HOME INTERNET/ TELEPHONY COMPANY

Automated extraction of customer call data to quickly close service agent skill gaps and improve customer relationship management.

Industry

**Cable/Internet/Telephony**

Process automated

**Customer Support** (data extraction)

## The Client

This US-based company is the world's largest broadcasting and cable company by revenue. Customers contact the company via telephone (approx 300K calls across two divisions). Trained customer service agents respond to customers' queries and complaints. In order to find and address any gaps in service delivery, a manual review of each call is required. Agents log into the viewer application to search and retrieve this data. They then manually paste it into an Excel file and end up wasting a lot of time on browsing, collating and formatting the file.

## The eClerx Partnership

Since the eClerx team has a deep understanding of the client's business model across the entire customer footprint, we are able to bring value to the call review and analysis process. Through our analysis, we monitor and evaluate call interactions (up to 75% calls within 24 hours) to help the client identify its workforce's skill gaps and articulate its training needs. We also ensure that all agents adhere to the industry-standard S4 framework to provide a consistent customer service experience that reduces customer turnover and increases their loyalty.



## The Problem

Extracting call data for further analysis, collation and feedback-gathering is a time-consuming, manual endeavor. Workers assigned to this task need to follow a long process that involves data retrieval, searching, filtering, copying and then pasting it into an external application (Excel). Each page of the Excel file needs to be browsed individually and then painstakingly formatted to ready it for upload into the training application. Since the 2 divisions of the client's organization receive about 300K calls per day, this manual method that requires dedicated FTEs is neither sustainable nor cost-effective in the long term.



## The Solution

eClerx Roboworx offered a user-friendly solution that not only created a synergistic human-robot partnership, but could also be easily integrated within the customer service team's internal workflow. The window-based solution automated the end-to-end process of web data extraction, all the way from data retrieval and download, to Excel sheet creation and even formatting. All relevant information is made available to users quickly and on time. The system also auto-generates data error and/or success emails to guide stakeholders towards recommended actions.



## 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 data from the client application and transfers it to Excel sheets at an FTP location belonging to eClerx

### 4. DATA AVAILABLE

Agents access the information they need to troubleshoot customer issues



## The Result

Roboworx' unique 'zero-touch', non-invasive approach created a rapid automation process with minimal manual effort and almost zero errors. This exponentially increased processing speeds and ensured availability of relevant information at the time of servicing customer queries or complaints. Ultimately, these advantages helped the client reduce resource requirements which introduced huge cost savings. Roboworx also enabled the client to effectively fill skill gaps and address training needs which improved agent performance and enhanced customer satisfaction.



# 75%

Calls monitored in 24 hours



# 3.75

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'