

Cablecom GmbH

Bringing Hollywood into the Living Room with a Single Phone Call and Aspect Solutions

"We have been able to easily lower the call times and the number of aborted calls. We now receive somewhere between 70 and 80 orders a day via the Aspect solution. Thanks to the greater anonymity offered by the automatic process, we have also seen an increase in the number of incoming orders. And because several calls can be processed at once, customers are no longer put on hold—which is a decisive advantage in terms of customer service."

Markus Wenk

*Call Center Management,
Cablecom GmbH*

Cablecom is the leading cable network company in Switzerland and offers solutions in the field of analog and digital cable TV and radio, broadband Internet access, telephony and business applications.

- Implement a customer-friendly, automated solution.
- Improve order handling process previously managed by agents in the contact center.

Implement Aspect® Customer Self Service™, a full-featured Interactive Voice Response (IVR) platform that delivers voice self-service to allow the fully automatic, voice-operated handling of movie orders for the Cablecom digital cinema service.

- Reduced costs through automating certain processes.
- Eliminated call waiting times when ordering movies.
- Expanded around-the-clock service for movie orders.
- Increased customer anonymity.



With some 1,500 employees, Cablecom is the leading cable network company in Switzerland. As a multi-service provider, Cablecom offers solutions in the fields of analog and digital cable television and radio, broadband Internet access, fixed network telephony and business applications—all from a single source. Or, more to the point, from a single socket—Cablecom’s multimedia connection.

The company started in 1994 with around 160,000 households that received radio and television via the cable network. Since then, as many as 1.5 million customers throughout Switzerland have been connected via the Cablecom network and a further 500,000 via partner networks. Over the past few years, the company has invested nearly 1.5 billion Swiss francs in the expansion of its own infrastructure. Today, via this cable network, both private and business customers can surf the Internet, send emails, make phone calls, watch TV, enjoy movies at home, or quickly exchange huge volumes of data.

Heeding the Signs of the Times

For Cablecom, customer relationship management is a business strategy that is implemented in all areas of the company in order to ensure professional and continuing relations with customers. Accordingly, customer satisfaction is a high priority at Cablecom: in the four contact centers—two in German-speaking Switzerland and one each in the French-speaking part and in Ticino—the approximately 320 staff members of the Customer Care division offer various support services in technical as well as administrative or invoice-specific matters. Customer requests and inquiries help Cablecom accurately gauge customer satisfaction, a competitive differentiation that enables the company to continually adapt to changing needs and optimize its services.

The contact center for the entire TV segment in Zurich has a staff of just over 40 and is headed by Markus Wenk. He is confident that “analog television as we still know it today has passed its zenith. The trend is moving very clearly in the direction of more individual television consumption that can only be met with the much greater transmission possibilities offered by digital television. That is why Cablecom digital TV offers a wide selection of film channels, suspense-packed documentaries, sports and pay-per-view programs.”

Private Cinema for the Living Room

Cablecom digital cinema brings Hollywood into customers’ living rooms. All it takes is a remote control or a phone call. With the only pay-per-view TV service in Switzerland, subscribers can choose their favorite films from the vast selection offered in the privacy of their own living room, and at the press of a button, import it directly onto their TV screen. Every month, up to 40 new top movies are available as Swiss premieres.

Those who are unable to connect the required digital TV receiver directly to the telephone socket can order the film of their choice through the automatic voice-operated telephone ordering service. Since April 2004, Aspect® Customer Self Service™, a full-featured IVR platform that delivers voice self-service, has ensured the trouble-free processing of orders.

“Before we introduced Aspect Customer Self-Service, up to three contact center agents responded manually to the telephone requests [for pay-per-view orders],” said Wenk. “Customers were able to take advantage of this service only 59 hours a week. Today, the movies can be ordered around-the-clock, seven days a week.”

The solution was implemented in cooperation with Aspect partner Insonic, a specialist in language dialogue systems. Because Aspect Customer Self-Service supports VoiceXML, an industry-standard application development language, Cablecom was able to optimally combine both companies' strengths—the language applications designed by Insonic could be integrated with the IVR platform from Aspect without problems or major adaptations.

How it Works

From 24 hours to 15 minutes before the start of a movie, customers can call a toll-free number. After identifying themselves with the 12-digit number on the smart card and their Cablecom digital TV contract number, they select their movie. The whole ordering process takes less than two minutes.

Thanks to the advanced speech-recognition capabilities of Aspect® Customer Self-Service™, both verification and movie selection can take place orally, or alternatively, via the telephone keypad.

"At the moment, with Aspect Customer Self-Service, the rate of callers being connected to agents is between 10 and 15 percent," noted Wenk. "The trend of needing to speak with a person for this type of interaction is clearly decreasing because our customers are getting used to the new system, and we are continually optimizing it."

According to Wenk, investing in the system has been worthwhile. "As a result, we have been able to easily lower the call times and the number of aborted calls. We now receive somewhere between 70 and 80 orders a day via the Aspect solution. Thanks to the greater anonymity offered by the automatic process, we have also seen an increase in the number of incoming orders. And because several calls can be processed at once, customers are no longer put on hold—which is a decisive advantage in terms of customer service."

All in all, Cablecom anticipates a return on investment of two years, inclusive of cost of operation. This does not, however, take into account that thanks to the 24-hour ordering capability, it has been possible to almost triple the "opening times"—an additional positive side effect of the fully automated self-service application.

About Aspect

Aspect provides software and consulting services that turn the potential of unified communications into real business results across the enterprise and in the contact center. Applying 35 years of insight and experience, Aspect helps two-thirds of the FORTUNE Global 100, as well as small and medium enterprises, power their business processes with communications. For more information, visit www.aspect.com.

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