

Cellular One

Regional wireless carrier discovers it's possible to build/create positive experiences for both agents and customers while reducing costs



The Organization

Cellular One is one of the largest and most successful regional wireless carriers in the United States, serving customers in Louisiana, Texas, and Montana.

Cellular One is committed to providing great value and exceptional service for its customers. The Cellular One team of knowledgeable, experienced professionals is dedicated to serving customers and local communities in ways that far exceed their expectations.

Motivation for Change

Cellular One's mission is to provide real value to consumers and businesses in the markets it serves. Today's wireless device users who expect anytime, anywhere communications access, information on demand and high-quality, 24/7 service is a big part of the value equation.

Call center site operations depended on inefficient and dated telephony infrastructure that required too much manual labor and failed to optimize both inbound and outbound customer contact interactions. For example, Cellular One had no way to identify customers or the purpose of their calls in order to connect them to the most qualified agent. This resulted in agents randomly handling every concern, from payments and billing inquiries to troubleshooting and sales. It was difficult to track any regularity around the company's first call resolution. Not only did customers suffer long wait times, transfers and call-backs, Cellular One had no way to reliably track one of its most important performance metrics: the ability to resolve an issue the very first time a customer calls.

Improving the customer experience by improving agent performance at the individual interaction level had its challenges as well. As a result, the contact center lacked a way to consistently align performance with corporate strategy while also trying to track, evaluate and improve performance outcomes.

These conditions had a negative effect on employee satisfaction and the fact that agent scheduling and workforce management tools were (barely) managed through a spread sheet did not help matters. Technology that allowed forecasting and staff planning based on call patterns was needed to avoid the two pressing issues Cellular One wanted to address: agents overwhelmed during high volume periods and agents waiting for the phone to ring during idle times.

The Desired Solution

Cellular One's priority was to obtain a complete, single-platform solution that could flexibly and cost-effectively deliver a much enhanced customer experience starting with greatly-improved resolution times which

necessitated, among other things, automated, intelligent call routing. The company also wanted to give their customers the option to resolve issues through a self-service voice portal available 24/7. These improvements would reduce call volumes while decreasing needless call transfers, giving the most qualified agents more time to resolve issues to the complete satisfaction of the customer.

To boost collections results, automated, intelligent outbound dialing would be essential to drive more productive campaigns. Recording of all inbound and outbound calls was needed to relieve supervisors of their counter-productive, in-person monitoring duties while better assuring continuous quality improvement through agent coaching and training as circumstances warranted and time permitted.

Why Aspect

Besides enabling inbound, outbound, voice portal, Internet contact, multichannel self-service and proactive contact, Aspect's unified solution added workforce, quality and performance management capabilities through the Aspect® Workforce Optimization Suite™. By running more efficient, productive processes across all contact center sites, the Cellular One is now able to make the most out of the time spent with their customers. Only Aspect offered a fully-integrated interaction and workforce optimization platform that could seamlessly and profitably orchestrate people, processes and touch points to transform the Cellular One customer experience.

The Results

When calls now come in to the Cellular One contact center, customers are immediately and appropriately greeted based on data captured from current and past interactions, creating a more personalized customer experience. For example, the Aspect solution is able to intelligently route each call to the agent best suited to resolve the customer's specific issue. Callers can also speed resolution of their issues by self-selecting the most relevant option from a voice portal, including payment systems, accounts receivable, customer service, technical support, sales support and other help – including secure, self-service and 24x7x365 bill payment at their convenience.

"Migration to the Aspect solution was seamless and we were expecting good results," said Matt Roskuski, senior vice president of sales and operations. "But what really surprised us was the 40 percent reduction in call volume, which we attribute largely to the self-service voice portal that allows us to address customer needs around the clock. Also, with fewer, more selectively-delivered calls, our agents are better able to focus on adding value to every interaction, so the experience is much better all around – for our customers, our agents and our other employees."

Collections results have also improved for Cellular One. By eliminating the effort and monotony of manual dialing by Aspect's automated outbound capabilities, agents are able to devote more time and attention to talking through payment issues with customers and arriving at agreeable solutions. The quality of the overall customer experience is also getting a boost from 100 percent recording of all inbound and outbound calls including speech and desktop screen capture that has given the company better coaching.

Well-defined scoring in Aspect® Quality Management™ has improved as well, raising call quality and real-time adherence significantly. And Aspect® Workforce Management™ has taken the company well beyond the limits of spread sheet forecasting and scheduling. The contact center can now forecast call volume more accurately with

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automated insight into call flow throughout the day and even over the course of the year so the appropriate staffing models are applied easier and more confidently.

Today, Cellular One employees are more satisfied with their work targets because the Aspect solution has given them the tools they need to continually increase their customer knowledge which all translates into better customer interactions and relationships. Cellular One is now able to take their customer experience to the next level that the company hopes will sustain customer loyalty and increased satisfaction.

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About Aspect

Aspect is on a mission to simplify and improve customer engagement. Our enterprise software is used by millions of agents every year and supports billions of consumer interactions around the world. Our best-of-breed contact center and workforce optimization applications help companies keep agents engaged while providing exceptional customer service experiences. Our flexible, highly scalable solutions for self-service and live interaction management and workforce optimization are available on-premises or in any hosted, private or public cloud environment. For more information, visit www.aspect.com. Follow Aspect on Twitter at [@AspectSoftware](https://twitter.com/AspectSoftware). Read our blogs at <http://blogs.aspect.com>.

