



How a Major Cable Operator Eliminated Over 400,000 Minutes of Hold-Time

About

Suddenlink Communications is the seventh largest cable operator in the United States, supporting the information, communication and entertainment demands of approximately 1.4 million residential and commercial customers. Suddenlink simplifies its customers' lives through one call for support, one connection, and one bill for TV, Internet, phone and other services.

Problem

Suddenlink offers customers many channels to choose from when in need of customer service – of which the phone channel is the most popular. With 7 call centers and 1.4 million customers, they sought a way to reduce hold time and improve the customer experience on the voice channel.

Customer

Suddenlink Communications

Industry

Telecommunications

ROI

25% reduction in abandon rate
400,000 minutes of hold-time



“An organization’s ability to provide an experience that sets them apart in the market is the ultimate way to succeed. We wanted to improve the customer experience by finding a way of giving customers more choices on the voice channel. By providing options, consumers can choose the experience they wish to have.”

*- Gibbs Jones
SVP, Customer Experience
Suddenlink Communications*

Solution

To solve their problem, Suddenlink sought a cloud-based call-back product. They turned to Fonolo's In-Call Rescue solution to give callers the option of receiving a call-back when hold-times are too long. Now Suddenlink's customers can simply “press 1 for a call-back”, while Fonolo holds their place in queue, ensuring an improved call center experience.

Suddenlink chose Fonolo because of its usability and highly scalable deployment model. To agents, a Fonolo call appears to be just another inbound call, so minimal training was required. And, Fonolo's cloud-based approach – and its ability to seamlessly interact with existing phone systems – made implementation quick and easy.



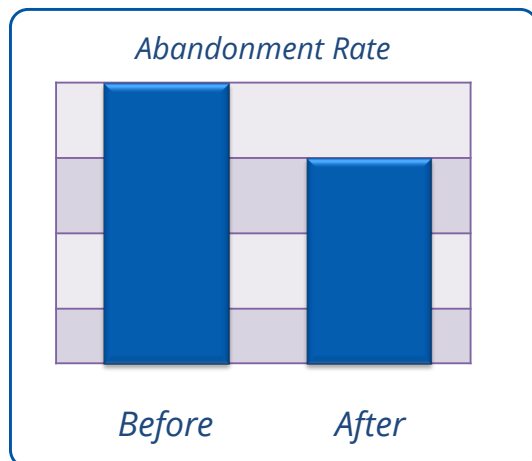
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Results

Fonolo decreased Suddenlink's abandonment rate by 25% and saved customers over 400,000 minutes in hold-time. Not only did the contact center benefit in terms of cost savings and efficiencies, but customers are thrilled with the improved calling experience.

"Fonolo makes us look smart. Customers really like the option of a call-back."

- Gibbs Jones
SVP, Customer Experience
Suddenlink Communications



With Fonolo turned on, Suddenlink:

- ✓ Reduced abandon rates by 25%
- ✓ Eliminated 400,000 minutes of hold-time
- ✓ Improved the calling experience

About Fonolo

Fonolo is the leading provider of cloud-based call-back solutions. The company's innovative products improve the way call centers interact with their customers by seamlessly replacing hold time with a call-back. Regardless of where the conversation begins - on the web, mobile or by phone - Fonolo quickly and conveniently routes customers through the call center, connecting them to the right agent and eliminating hold time. A growing list of organizations trust Fonolo to improve the call center experience for their customers. Learn more at fonolo.com.