

CASE STUDY:

Competitive Broadband Market Requires Top-Notch Customer Service

THE CHALLENGE:

A fiber broadband provider needed to deliver customer service continuity and quality while keeping pace with rapid growth.

THE SOLUTION:

ASK accelerated the partnership timeline to deliver the level of customer service that differentiates the broadband provider from its competition.

PROJECT GOALS

- Ensure the company keeps pace with strategic growth
- Ensure customer experience remains the product differentiator in a crowded marketplace
- Ensure client visibility into the contact center operations and outcomes

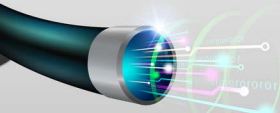


THE CLIMATE: Broadband and telecommunications have undergone tremendous change over the past few decades; technology advanced at break-neck speeds, data traffic growth exploded, and consumers increasingly demanded more and better digital communication and content.

What's more, competition in the space ramped up significantly, prompting providers to respond creatively with new product and service offerings. But perhaps the best way for broadband providers to compete in today's marketplace is by providing quality customer experiences that remain consistent across communication channels and customer touchpoints.

THE PARTNER: A fast-growing company with a mission of delivering superior fiber-based broadband solutions including:

- Fiber Internet
- Digital Phone
- Streaming TV
- Business Services





ASK Telemarketing
asktelemarketing.com



Through partnerships with communities and local utility companies, the company has helped stoke economic development and allowed small-town businesses and families to enjoy a level of connectivity normally only found in larger cities. Strategic growth has resulted in doubling the number of customers in one year.

The company is passionate about providing fiber broadband networks essential for achieving success for businesses, in schools and government offices and in homes. It also understands that to remain competitive, they must provide a high level of professional, competent and warm customer service.

THE SOLUTION: Work within the partner's existing tech stack with minimal impact on day-to-day operations while successfully handling an increasing number of customer calls.

ASK delivered a

33%
improvement

in abandoned call rates.

"We needed a partner that aligned with our culture to provide the quality of customer service that serves as a differentiator," says James Watts, the company's VP of Customer Experience and Strategy. ***"The ASK team was able to quickly become an extension of our brand."***

In less than

45
DAYS

ASK deployed a contact center program that would normally take 3-6 months to launch.

One important component of the project was ASK being able to utilize the partner's current technology rather than introducing a new platform or software solution. In this way, the in-house and outsourced contact center teams work seamlessly while providing company leadership with valuable visibility into KPI's.

"With how quickly we are growing, it's a comfort to know ASK can keep pace," says Watts. ***"You couldn't ask for more from a partner."***

To learn more about how outsourcing part of all of your customer support services to ASK can help your business, visit asktelemarketing.com, or call **Ray Monasterski at 334.386.3458**.