



CASE STUDY

ORDER-TO-ACTIVATION SERVICE



KG Information Systems Private Limited

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Client Profile

- American telecommunications mass media Company with its businesses spanning across internet services, telephone services, cable, pay-tv and broadcast.

The Landscape:

- The company constantly introduces new products and services to differentiate their offerings from competitors and alternatives.
- The services provider experienced order fallouts, activation failures and missing customers.
- The company was looking for a partner who can help them efficiently and profitably implement the right technology with a structured methodology in order to fulfill orders efficiently, cost effectively, and on time, while complying with stringent service level agreements (SLAs).

How we helped this client?

- After studying the existing client processes, KGI SL offered to help this service provider with tools, technology and a dedicated customer support services center with a focus on improving the activation rates for the bundles.
- Educated customers and increased awareness of product features and functionality
- Co-ordinated with the customers and field technicians in scheduling field visits when it is least likely to impact them
- Developed a strategy to measure performance and reasons for fallouts
- Followed-up with customers and field engineers to resolve issues
- Offered real-time MIS reports to the client
- Identified and closed gaps in the process through seamless customer support and back office services

Top 4 cases that we converted to activation after follow-ups include:

- Invalid/Missing Payment Info: Deposit required which is reflected only with order fulfillment center and not with the Sales Team. Sometimes specific customer data disappears for order fulfillment after 24 hours.
- Invalid Contact Information: The name on the placed order does not match with the previous phone service name (Number Porting) or Credit Card Name not matching with account holder's name.
- Outstanding Balance: These orders do not reflect outstanding balance while placing orders. It reflects only with order fulfillment center.
- Working Service Conflict: Customer to provide additional info to order fulfillment center like Property Name, Landlord info etc. in case of a new or moving residence.

The Results:

- Reduced order fallouts by 40%
- Improved customer satisfaction by 20%
- Reduced order cancellations by 10%
- Reduced operating costs by 30%

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