



EMC Consulting provides our clients with the ability to leverage customer experience as a differentiator. Our industry experts successfully interpret user needs and client requirements into enhanced, robust processes and application interfaces that drive ROI through better usability and customer satisfaction.

Challenge

Consumers are barraged with offers from competing communication service providers (CSPs) who promise easy access, technical support, and a host of value-added services at ever lower costs. Given the ease with which consumers can switch services, CSPs are faced with significant customer retention issues. Reducing customer churn and increasing loyalty can deliver millions in profit to CSPs.

Managing churn rates requires a customer-centric view of the business. A company must understand their customer's experience and identify opportunities to improve that experience in order to retain customers. One Tier 1 Incumbent Local Exchange Carrier (ILEC) providing DSL services in the United States was having difficulty achieving subscription targets despite having introduced a lower-price broadband offering. The company turned to EMC® Consulting for help in identifying opportunities to simplify and improve the customer experience and, in turn, reduce customer churn.

Solution

EMC Consulting put together an experienced team of consultants with backgrounds in broadband services, customer experience, CRM/call center, and cable industry knowledge. The team focused on the customer experience within each functional dimension, including ordering, provisioning, fulfillment, activation/installation, customer portal, and customer technical support.

- Provided insights and recommendations on how the client compared to industry best practices
- Compared the customer experience to that of its telecommunications and cable competitors
- Developed a map of "customer touch points" by channel for both proactive and reactive customer contacts
- Provided a comprehensive scorecard of the customer experience in order to sell executive leadership on needed investments

Result

The EMC consultants provided the client with a detailed understanding of how its service measured up to that offered by competitors. This understanding led to a prioritized list of actionable recommendations, including some "quick-hits," to improve the customer experience across the various functional areas.

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Take the next step

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