



Call Center’s Sophistication Satisfies Telco’s Customers

Ask a customer for his phone number a third time during a single tech support call and see what happens. One rural telephone company decided to stop the torture by switching call centers to Fused Solutions—an opportunity available to the telco for being a member of the National Rural Telecommunications Cooperative (NRTC).

The Problem

A rural telephone company, serving 42,000 DSL subscribers, was plagued with frustrated customers due to its previous call center’s lack of sophistication. Callers had to stay on the phone answering the same questions over and over, only to find out after they hung up that the problems weren’t resolved and they’d have to call back again.

- Hundreds of guided workflow processes were created from 3-4 million tickets.
- Agents pinpoint and resolve issues in the fewest number of steps.

The Solution

Fortunately, the telco decided to switch to Fused Solutions because of its sophisticated troubleshooting and ticketing system, SpiceCSM™. With hundreds of guided workflow processes created from 3-4 million tickets based on 10 years of experience in the industry, SpiceCSM™ not only saves customers time by not having to repeat themselves, it also helps agents pinpoint and resolve issues in the fewest number of steps. The leadership at Fused Solutions continually works with the telco to customize, evaluate and perfect the workflow processes so that the telco’s customers have the best tech support experience possible.

The Results

Within six months of moving to Fused Solutions, the telco saw a significant difference in customer satisfaction, support volume and related metrics. Customer satisfaction climbed while the average handle time decreased by 22%, from 15.5 minutes on average to 12.1 minutes. The incident rate also decreased by 29% to a low 15% average.



About Fused Solutions

Fused Solutions is the leading provider of call center outsourcing and business process outsourcing solutions, with a special focus on customer experience. With world class 24x7x365 support, Fused Solutions is ready to design, provision and execute your customer strategy. Proud to be located in New York State, Fused customers experience all the benefits of outsourcing, without the drawbacks of offshoring.

About the National Rural Telecommunications Cooperative

NRTC represents the advanced telecommunications and information technology interests of more than 1,500 rural utilities and affiliates in 48 states. It helps rural electric and telephone utilities strengthen their businesses with solutions uniquely suited to the needs of rural consumers, including call center support from Fused Solutions. In addition to negotiating the best possible price for technical support, NRTC's management and engineers serve as liaisons to help members switch call centers, ensuring a seamless migration.

To learn more about how Fused Solutions helps your **voice, video and data** subscribers, and to see a demo of SpiceCSM™, contact NRTC at 866-672-6782 or TrueBand@nrtc.coop.