

# Case Study

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industry	Telecommunications
company	Canadian Telecom Provider
initial program	Inbound and Outbound Sales
initial scale	860 agents
solution	SATMAP Enterprise Edition
program start	February 2008

*Dramatically redefined the performance expectation envelope for our internal and external contact centers.*

HEAD OF CONTACT CENTERS



**SATMAP**

1700 PENNSYLVANIA AVENUE  
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## about SATMAP

SATMAP is the world's only technology for matching callers to agents based on a real-time analysis of caller and agent personality. With roots in artificial intelligence and neural-network technology used by the CIA and the NSA over the last decade, SATMAP analyzes over one hundred different agent and customer personality attributes in real time with computational power approaching one billion calculations per second to recognize optimal agent-customer pairings and assign calls appropriately. SATMAP recognizes agent personalities based on an initial browser-based survey of SATMAP-optimized agents, and recognizes caller personalities based on SATMAP-maintained databases indexed by caller ID.

## the client

The client is a Canadian cable and wireless provider serving consumers and businesses with voice, video, and broadband solutions.

## business challenge

The client had experienced rapidly escalating customer acquisition costs in its blended inbound and outbound sales program, with the cost of new subscribers exceeding \$500. Key contributing factors were the effects of recently introduced do-not-call legislation, rising competition from other landline and wireless telecommunications providers, and escalating minimum wage levels in contact center provider locations. Conventional measures of focusing on training, messaging, and recruiting were yielding increasingly marginal results.



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## SATMAP solution

SATMAP identified that the client had broad spectrum need. Conversion rates needed to increase, handle times needed to decline, and there was significant opportunity to increase reported customer satisfaction. SATMAP deployed **Enterprise Edition** to ensure focus on all three fronts.

## technology platform

Deployment spanned three outsourcers, as well as two captive centers. The largest outsourcer maintained an Avaya 8730 PBX, with Genesys predictive dialing and CTI to blend their inbound and outbound sales activity. The second largest outsourcer maintained a Stratasoft PBX system, providing blended inbound and outbound capability. The third outsourcer maintained an Interactive Intelligence predictive dialer system. All outsourcers maintained proprietary workforce management, CRM, and call recording systems. Client internal systems comprised a Nortel Meridian One PBX, running under Nortel Symposium CTI control.

## integration process

End-to-end integration took eight weeks. SATMAP deployed a team of four engineers, one each per outsourcer and one for the client. The engineers worked on site, with remote support from SATMAP headquarters for reporting modification, call control modification, and other integration requirements. Mean outsourcer IT staff involvement was under 50 hours; client IT staff involvement was approximately 70 hours. Production testing took two weeks. SATMAP took approximately two weeks longer to deploy than our initial six week estimate, as several unanticipated custom interfaces needed to be created.



## SATMAP benchmarking

Outbound benchmarking was set to “in-line” with 80% of calls randomly allocated to being assigned by SATMAP and 20% of calls being traditionally allocated to longest-waiting agent. Inbound benchmarking was set to randomly cycle at fifteen minutes, at a 75/25 ratio. To benchmark customer satisfaction, we enabled our customer satisfaction module for both inbound and outbound calls.

## business outcome

Cumulatively between inbound and outbound programs, SATMAP delivered an annual increase in profitability to the client of \$206.3 million, and powerful improvements in customer satisfaction.

Over an eighteen month period, Enterprise Edition delivered the following inbound results:

9,736,444 calls were taken with SATMAP switched on, at a conversion rate of 22.8%, an average handle time of 184 seconds, and a mean customer satisfaction score of 4.2 on a 1 to 5 scale. Total new sales were 2,219,903 with SATMAP switched on.

3,259,181 calls were taken with SATMAP switched off, at a conversion rate of 19.7%, an average handle time of 189 seconds, and a mean customer satisfaction score of 3.7 on a 1 to 5 scale. Total new sales were 642,069 with SATMAP switched off.

At a lifetime net present value of \$1,000 per customer, SATMAP improved the client’s pretax earnings by \$301.8 million by increasing conversion rates. At a cost of \$30 per hour, by reducing handle times SATMAP improved pretax earnings by \$0.8 million. Accordingly, **the**

(continued)



**business  
outcome**  
(continued)

**total value to the client of implementing SATMAP on inbound sales programs was \$301.9 million**, or an annual rate of \$201.3 million.

At the same eighteen month mark, Enterprise Edition delivered the following outbound results:

10,311,479 calls with SATMAP switched on yielded a conversion rate of 0.37%, for a total of 38,152 new customers acquired. Average handle time for *connected* calls was 114 seconds, for a total talk time of 165,888 hours.

2,593,869 calls with SATMAP switched off yielded a conversion rate of 0.30%, for a total of 7,867 new customers acquired. Average handle time for *connected* calls was 121 seconds, for a total talk time of 44,118 hours.

At a lifetime net present value of \$1,000 per customer, SATMAP improved the client's pretax earnings by \$7.2 million by increasing conversion rates. At a cost of \$30 per hour, by reducing handle times SATMAP improved pretax earnings by \$0.3 million. Accordingly, **the total value to the client of implementing SATMAP on outbound sales programs was \$7.5 million**, or an annual rate of \$5 million.

Internally, the client has referred to SATMAP Enterprise Edition as the single most transformative investment in technology they have undertaken.

**next  
steps**

The program is stable and the client is evaluating SATMAP **TS** for optimizing inbound technical support queues.





# SATMAP

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