Better Together: How Atlas Digital Group and GOCare Power a Great Customer Experience

Do you place customer experience at the forefront of your brand?

What does exceptional customer experience look like in the broadband industry?

Customer-first experiences; flexible options for personalized communication; and cutting-edge, reliable services likely come to mind. These elements are applicable not only after the customer has service but also before the consumer becomes a customer.

A seamless customer-centric sales journey is one of the first impressions a consumer receives on how a broadband operator delivers service. Done well, it creates a halo effect for any broadband provider. As the market evolves, providers increasingly need innovative, turnkey platforms that place customer experience at the forefront of their brand and deliver results.

Together, Atlas Digital Group and GOCare are enabling this capability throughout the customer life cycle for operators like Vexus Fiber.

ATLAS CORE

The Atlas CORE platform is a dynamic, end-to-end omnichannel sales solution enabling broadband operators to unlock customer acquisition potential. Built specifically for the broadband industry, it pairs a highly nimble cloud-based platform with robust analytics for service providers to quickly adapt and optimize sales. With the short implementation window of six to eight weeks, clients can begin realizing the benefits of customer-first sales experiences and three- to fivefold improvements in sales yield almost immediately.

Bottom line: Atlas CORE enables operators to accelerate sales by implementing the sales experiences their customers expect from the world's best retail sites.

GOCare™

GOCare is a cloud-based digital experience platform that enables an improved customer experience for broadband subscribers and optimized operator performance with fewer repetitive volumes (calls, truck rolls, disconnects, etc.). It provides a single view of the customer across all channels, including voice, SMS, email, webchat, and social media. This lets broadband service providers interact with a customer how and when the customer chooses.

GOCare enhances the customer experience with proactive notifications of important information like outages, appointment reminders, and payment confirmations, and it provides self-help tools so customers don't have to call. All communication channels become seamlessly integrated to meet the customer in the manner they choose and to aggregate contact history on a single customer journey. Finally, GOCare allows secure payments – eliminating the need for on-site payment terminals, customers racing to find an open business office, or handing over (or reading) credit cards to agents. Payments can be taken securely at a customer's door or over any of the digital channels enabled with GOCare.

Bottom line: GOCare provides an improved experience for subscribers and agents alike.

ATLAS CORE

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GOCare™

So how do Atlas and GOCare deliver better results together? You can find the answer in Lubbock, Texas, the headquarters of Vexus Fiber.

Vexus is a leading fiber broadband company providing high-speed Internet, IP television, and digital telephone services for residences and businesses in Texas and southeastern Louisiana. As part of their growth strategy, they use a fleet of 100-plus agents to expand into markets through door-to-door sales.

This approach requires a quick and efficient process to manage crucial tasks such as assigning routes, signing up new customers, and sending new orders to the back office for handling. Their existing processes were disjointed and manual, and the tools they did have didn't talk to one another.

Vexus needed a more effective field sales solution with better capabilities to support their agents and deliver results. So Atlas Digital's CORE platform – already supporting their digital sales channel – was extended to their field sales channel. This gave Vexus an effective tool for field agents to navigate sales conversations, capture the order, and even flow that order to downstream processes in an automated fashion. With CORE, Vexus now had a true omnichannel solution deployed, enabling their next-generation digital sales channel and improving the productivity and effectiveness of their door-to-door sales team.

Next, Vexus wanted to link how they communicated with customers (even in the prospecting stage) along the sales journey. Managing communication from the customer throughout their life cycle is critical to ensure an optimal ongoing customer relationship. The GOCare integration also provided (at the client's request) the ability to take a payment at the customer's door for deposits or other requirements. Integrating GOCare with Atlas CORE ensured an effective transition from sales to service and bridged the management of communications between the sales and customer support teams.

GOCare's integration with Atlas CORE ensures that all communications with the customer (including the sales process) are part of the account record, or ongoing customer journey. Managing that customer journey across all communication channels not only ensures a better experience but also extends the customer life cycle.

For instance, Atlas CORE makes it possible for a Vexus Fiber customer to shop, price, compare, buy, and schedule installation. But sometimes agent interaction might be requested. GOCare enables an agent to quickly engage over a digital channel (like SMS or web chat) to assist without a phone call.

GOCare also gives agents a complete view of every customer interaction, which is crucial for providing consistent service when more than one agent responds to a customer's query throughout the lifespan of the relationship. This way, customers avoid the frustration of having an agent lack context about previous service issues. Essentially, GOCare gives Vexus Fiber one unified interface to provide a great customer experience online. Every single touchpoint is collected and reported through one lens, which ensures a seamless experience.

How CORE leads to MORE

Thanks to Atlas Digital Group, Vexus field agents now access CORE via tablets for more effective and efficient customer sales, reducing entry time by up to 90 percent. Entries that previously took as long as 30 minutes in extreme cases now require only about two minutes. The Vexus management team also has robust data and cross-channel analytics-sharing to better understand sales opportunities, agent performance, and insights into consumer behavior.

↑ **EFFICIENCY**

↑ **CUSTOMER EXPERIENCE**

" The feedback from the sales team has been overwhelmingly positive. CORE takes obstacles out of their way and makes their job easier. CORE has made it easier to acquire new customers. "

– Shawn Bottema
Vexus Fiber's Director of Residential Sales

↑ **ACCELERATED GROWTH**

Vexus also benefits from improved first-contact resolution (FCR). GOCare clients are twice as likely to achieve FCR than those of an average service provider.* Furthermore, 50 percent or more of contacts in the contact center are likely to be over a digital channel (email, SMS, web chat, or social media), or almost five times more than a peer contact center not using GOCare. Meeting customers on the channel they choose to use, when they choose to use it, generates improved operating results and higher customer satisfaction.

↑ **OPERATIONAL SAVINGS**

" We have made substantial use of GOCare's capabilities…the flexibility to customize GOCare to our needs has been the real differentiator. "

– Larry Eby
COO, Vexus Fiber

*Gartner study showed only 40 percent of customers achieving FCR when reaching their service provider's contact center.