

Inside / Out

*The **Relationship** between
Customer Service and **Install & Repair***

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Professional Contrasts

CSRs

- Work as a group
- In the office
- Constant communication
- Stressed by customers
- General
- Women

I&R Techs

- Work independently
- In the mud
- Peace and quiet
- Stressed by technology
- Precise
- Men

Simple Solutions

- Increase accuracy of service orders:
 - *Average error rate is 15%.*
- Hire men as CSRs and women as techs.
- Have employees shadow each other.
- Conduct customer focus groups.
- Have team reps attend each others' staff meetings.

The Big Solution:
Tie your fates to each other

Four-Point System

(propose it to your GM)

Customer Satisfaction Index

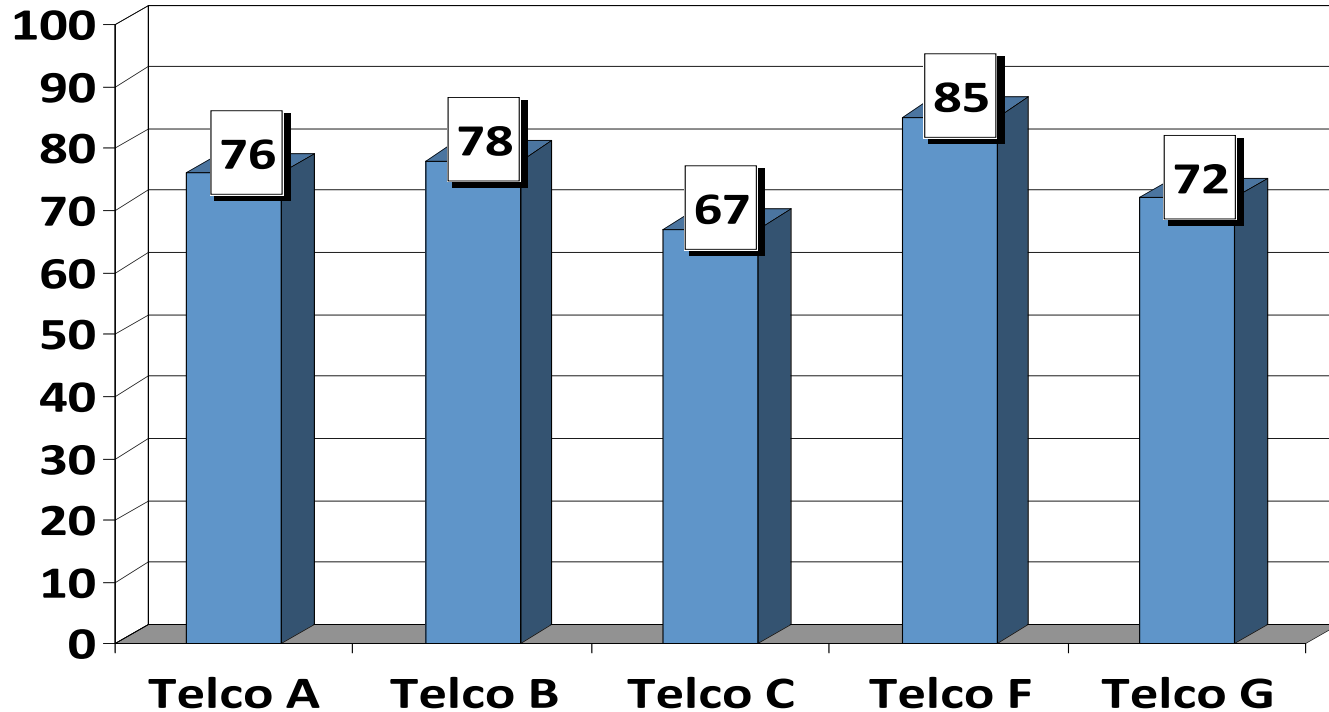
- Customer satisfaction ratings:
 - Overall
 - Call handling
 - New services installation
 - Trouble tickets / repairs
 - On-line survey

Why?

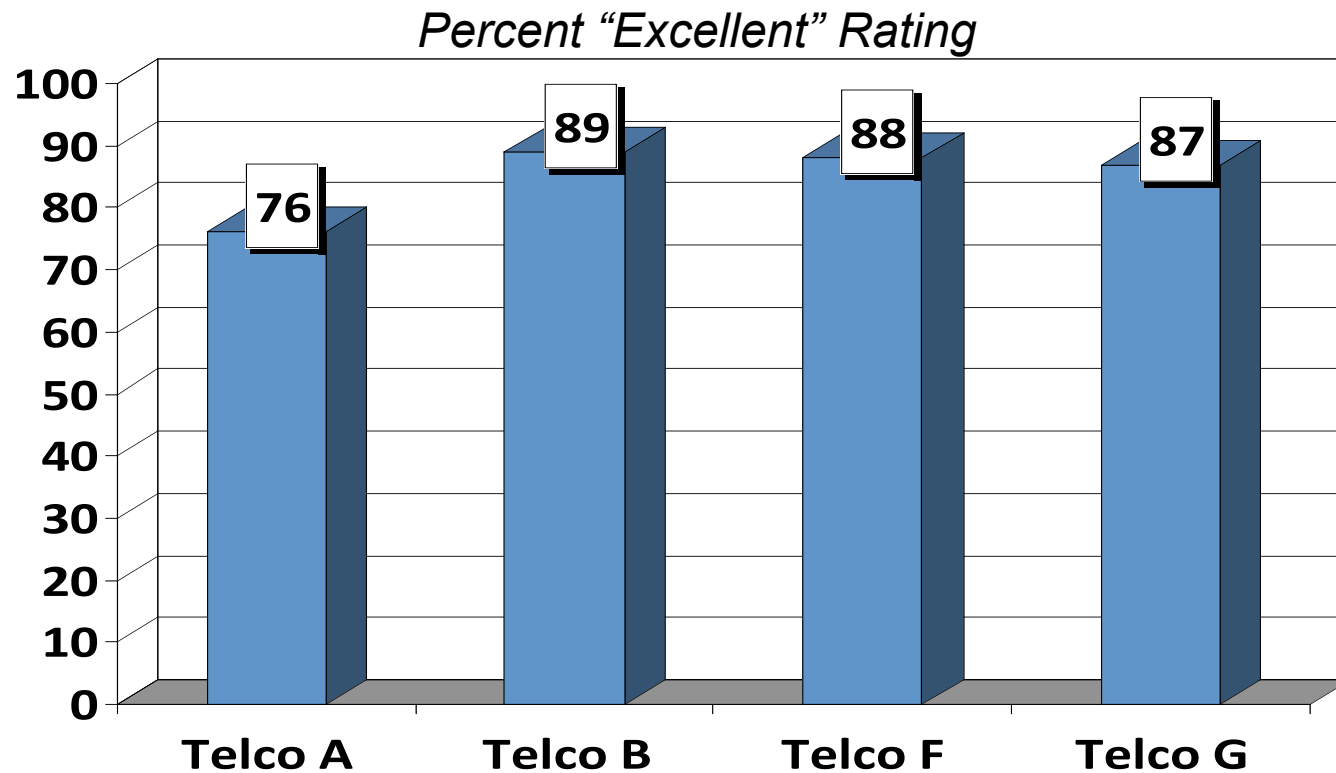
The customer experience begins with contacting the telco and ends with the fulfillment of service. Customer service and install and repair are intertwined. The success of the telco depends on both teams performing their jobs at the highest level.

Example Overall

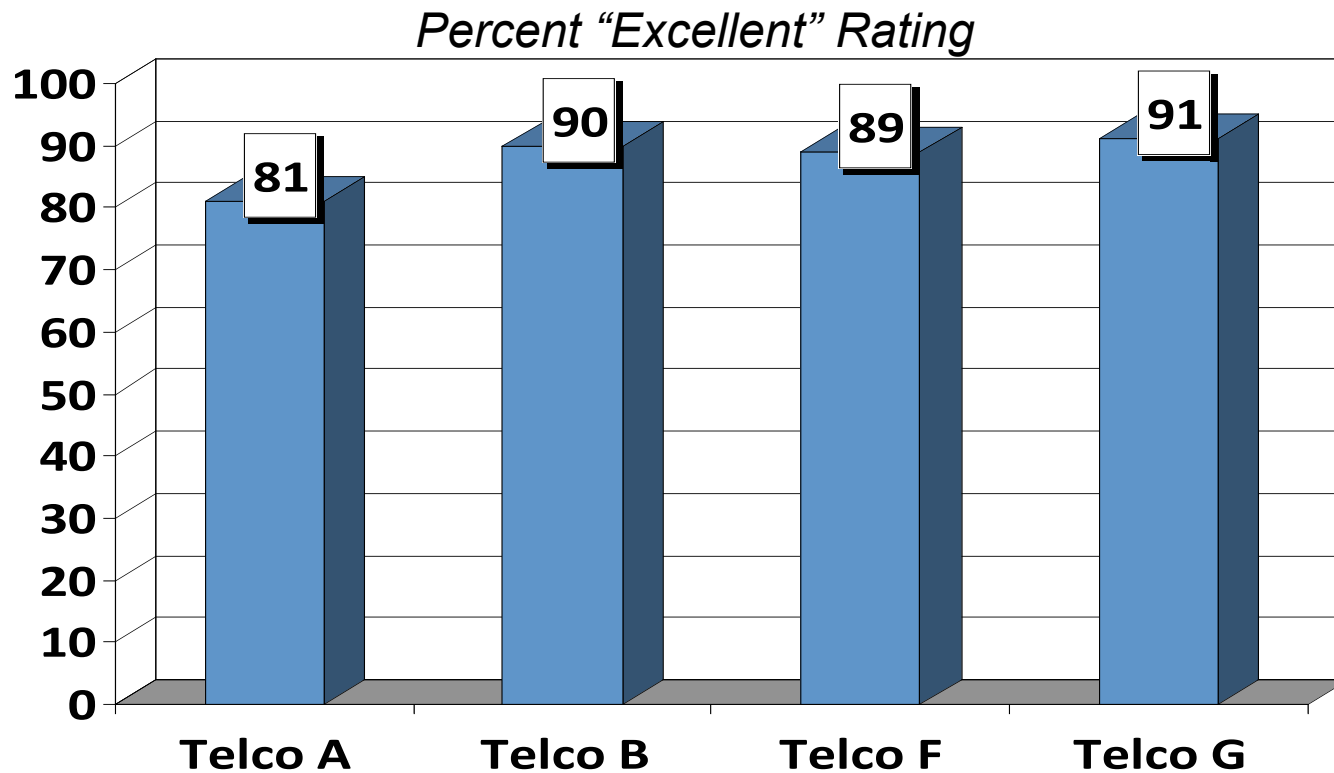
Percent "Excellent" Rating



Example Call Handling



Example Premise Visit



CSR Continuing Ed Program

- Ride along twice annually:
 - Eight hours
 - DSL install
 - Fiber optic install
 - Video install
- CPE Training
 - Optical Network Terminal
 - Wireless Router
 - Set-top Box
- Network / Central Office
 - Circuit and packet switches
 - Servers and middleware
- Level 1 Tech Support
 - See attachment



Productivity Index

- Sales results.
- Call volume.
- Call duration.
- Abandoned call rate.
- Service order completion rate.
- Time to clear a trouble ticket.
- Repeat index.
- Network outages.

Supervisory Team

- Set annual goals:
 - Customer satisfaction ratings
 - CSR training
 - Productivity standards
- Report results quarterly to all CSRs and I&R Techs in quarterly joint meetings.

Q&A