



Business Support Services > Contact Center > Order-to-Activation

Ever thought of pushing activation rates beyond boundaries?

MSOs are constantly seeking to introduce new products and services to differentiate their offerings from competitors and alternatives. The challenge is how to encourage and increase successful adoption and activation of those new services.

Two twin advantages:

KGiSL offers Order-to-Activation services to MSOs/Telcos, helping them in

- Reducing order-to-activation costs
- Improving fallout management
- Achieving greater efficiency and
- Improving Customer Satisfaction

We Act to Activate!

KGiSL Order-to-Activation service is a combination of technology, services and operations with a structured methodology that aligns disparate systems and processes from order capture to service activation. This offering provides an improved customer experience by minimizing order errors and enabling successful fulfillment and activation for service provider offerings such as TV, internet, voice and bundles for residential and business customers.

Utilizing a holistic, automated, end-to-end approach that includes streamlined business processes, operations, tools and a success-based key performance indicator (KPI) business model, we help achieve greater efficiency. KGiSL Business Support Services offer data driven, actionable insights allowing you to continually refine and improve your operations, messaging and new customer acquisitions. KGiSL Contact Center infrastructure and company policies offer complete transparency in operations.

KGiSL's state-of-art high-tech infrastructure, highly efficient talent pool and technology platforms helps provide efficient and effective contact center support customized for clients. Service providers are increasingly turning to KGiSL for a combination of services and operations capabilities in customer service, as well as our decade of industry experience. Services are customized around the client's specific needs and deliver highest quality service without sacrificing speed and efficiency.

Order-to-Activation solution delivers proven business benefits:

- Identify latent installation, activation & customer satisfaction issues
- Decrease customer frustration with unresolved installation or activation issues
- Educate customers and increase awareness of product features and functionality, driving higher usage & satisfaction
- Decrease disruptions in your service revenue due to unsuccessful activations
- Minimize customer calls to your customer care center while reducing customer churn
- Troubleshoot and immediately resolve customer problems
- Reduce costs and increase realized revenue

Lower costs, raise productivity and arm your platform with KGiSL Contact Center operational capacity

KGiSL works with clients to create customized solutions that increase customer satisfaction, sales and profit potential. Please contact us for more information about our Contact Center Services.

CASE STUDY: Order-to-Activation Service

Client Profile:

American telecommunications mass media Company with its businesses spanning across internet services, telephone services, cable, pay-tv and broadcast.

The Landscape:

The company constantly introduces new products and services to differentiate their offerings from competitors and alternatives. The services provider experienced order fallouts, activation failures and missing customers. The company was looking for a partner who can help them efficiently and profitably implement the right technology with a structured methodology in order to fulfill orders efficiently, cost effectively, and on time, while complying with stringent service level agreements (SLAs).

How we helped this client?

- ☞ After studying the existing client processes, KGiSL offered to help this service provider with tools, technology and a dedicated customer support services center with a focus on improving the activation rates for the bundles.
- ☞ Educated customers and increased awareness of product features and functionality
- ☞ Co-ordinated with the customers and field technicians in scheduling field visits when it is least likely to impact them
- ☞ Developed a strategy to measure performance and reasons for fallouts
- ☞ Followed-up with customers and field engineers to resolve issues
- ☞ Offered real-time MIS reports to the client
- ☞ Identified and closed gaps in the process through seamless customer support and back office services
- ☞ Top 4 cases that we converted to activation after follow-ups include:
 1. Invalid/Missing Payment Info: Deposit required which is reflected only with order fulfillment center and not with the Sales Team. Sometimes specific customer data disappears for order fulfillment after 24 hours.
 2. Invalid Contact Information: The name on the placed order does not match with the previous phone service name (Number Porting) or Credit Card Name not matching with account holder's name.
 3. Outstanding Balance: These orders do not reflect outstanding balance while placing orders. It reflects only with order fulfillment center.
 4. Working Service Conflict: Customer to provide additional info to order fulfillment center like Property Name, Landlord info etc. in case of a new or moving residence.

The Results:

- Reduced order fallouts by 40%
- Improved customer satisfaction by 20%
- Reduced order cancellations by 10%
- Reduced operating costs by 30%