

SUCCESS STORY | TELECOM

# Leading telecom conglomerate in the US ensures better CX through Avaya PCS to POM migration

*For meeting growing expectations throughout the customer journey, from acquisition to retention.*



## About the client

The client is a Philadelphia-based telecommunications conglomerate, providing video, high-speed internet, and phone services to US residential and commercial customers in 40 states. It is the second-largest broadcasting and cable television company in the world by revenue and the largest home Internet service provider in the United States.

## Requirements

The client wanted to migrate two of its business subsidiaries from the traditional Avaya Proactive Contact Solution dialer to the latest Proactive Outreach Manager platform, to meet the growing expectations throughout

the customer journey, from acquisition, support, and collections, to retention, that had become increasingly challenging.

## Solution

The only player in the industry with 20+ years of experience and extensive knowledge of PCS & POM, Servion implemented the POM migration in the six-stage process that included:

- Auditing the existing Avaya PCS environment
- Designing an approach for seamless migration and mapping PCS features.

- Implementation of Avaya AEP and POM, after a readiness review.

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- POM customizations for custom campaigns and AEP IVR Custom Applications to transfer calls.

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- Host integrations for POM campaigns

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- Support UAT through Application Acceptance

## Business outcomes

Smooth and quick transition from PCS with minimal changes in the infrastructure

- Better customer acquisition, retention, and renewal

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- Unified agent-based predictive dialing with automated multichannel notifications and alerts via SMS text, email, and phone.

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- Proactive outreach in every stage of the customer engagement lifecycle.

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- Reduced ongoing service and support costs

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- Improved customer satisfaction

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