

# Cable MSO Case Study – Charter Communications



## *Charter Communications Objective was to help agents be more effective in their customer interactions*

A Fortune 500 company based in St. Louis, Missouri, Charter Communications is one of the nation's largest broadband communications companies, serving close to seven million customers in 40 states. The company provides a full range of advanced broadband services to the home, including cable television on an advanced digital video programming platform, as well as commercial high-speed data, video and Internet solutions. Charter capitalizes on advances in technology to build a high-capacity system for its customers, and is in the last year of a \$3.5 billion program to upgrade and rebuild its network to the highest broadband standards in the industry.

When Charter was looking to implement software at its regional service centers to help their sales and services representatives become more effective in their customer communication, they chose TeleDirect's Liberation® 6000. Intuitive dialog guides in the software prompt Charter's customer representatives with information about each customer, his or her preferences, and any applicable promotions or offers that might be of interest.

The fast prompting ensures that Charter's customers receive personalized attention and stay up to date on the latest offers and service enhancements from Charter. Liberation 6000 also includes the capability to enable Charter's marketing managers to create, launch and manage their own successful campaigns, with little IT involvement.

TeleDirect's software is used extensively in the cable industry, and is currently installed at three of the top four MSOs (multiple system operators). Its special CableCall suite, used by Charter, was designed exclusively for MSOs with input from managers, agents and IT professionals in the cable industry. The suite includes DialogGuide templates that can be tailored easily for each campaign or customer, as well as customized reports on campaign, agent and sales performance. The reports help managers ensure the campaigns are meeting their target objectives.

"We have been pleased to partner with a partner like TeleDirect who specializes in our industry and delivers an appropriate, cost-effective 'out of the box' solution," said David Baumstark, Charter's corporate customer care telephony manager. "We expect this relationship to have a positive impact on our outbound customer satisfaction experience while improving agent efficiency."

Contact your TeleDirect sales representative today at 1-800-531-6440 or [sales@tdirect.com](mailto:sales@tdirect.com) to learn how Liberation 6000 can help you reach your goals. Or visit [www.tdirect.com](http://www.tdirect.com) for more information.

