



# IZZI (CABLE, INTERNET, AND TELEPHONY SERVICES)

**LEARN HOW VHT NAVIGATOR HELPED IZZI - A WELL-KNOWN MEXICAN CABLE, INTERNET, AND TELEPHONY COMPANY - CUT CALL ESCALATIONS IN HALF.**



## THE COMPANY

Izzi is the commercial brand name of telephone, Internet, and cable television services owned by Grupo Televisa and operated by Empresas Cablevisión. The company is the second largest triple play provider in Mexico, serving more than 60 cities in the Mexican Republic, including the Mexico City metropolitan area, in 29 states.



## THE CHALLENGE

Between 2007 and 2015, Izzi acquired five different Mexican operators as part of its growth strategy. The company then had to homologate multiple legacy operations, with disparate information formats and processes into a single Siebel CRM system. Leadership at Izzi also decided to use the Genesys platform to integrate five different contact centers. The philosophy at Izzi has always been focused on reducing customer effort. So, when they observed an outsize number of repeat calls - it was viewed as an opportunity to address and decrease customer frustration.

Izzi leadership identified two major issues that hampered its ability to fulfill customer expectations and improve their experience. First, they needed to reduce customer complaints about a technical problem. At the time, the system was unable to quickly identify repeat calls or contacts via social media made by the same customer. That often meant that customer would have to start the process all over again each time they attempted contact. This, in turn, led to multiple trouble tickets and delay in identifying and solving larger underlying problems.

Secondly, Izzi leaders wanted the system to intercept calls from clients that came in within 48 hours before or after a technical visit was scheduled. This way, those calls could be routed to agents equipped to handle them - and the customer would not have to begin the process all over again.



## THE SOLUTION

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Based on one customer identity, VHT Navigator creates a customer profile that includes all touch points, regardless of platform. That single customer profile would include calls and social media contacts. When a call comes in from a customer who has made multiple contacts into Izzi, Navigator automatically routes those to an agent who is equipped with knowledge of those previous contacts and able to address the customer issues immediately. So, although a complete contact center solution was present, Navigator was able to overlay, catalyze, and deliver results that wouldn't otherwise be available.

Through an automated process, Navigator can query the database of trouble tickets. Where more than one ticket associated with the account number of an inbound call exists, that call is automatically escalated to a higher-level agent, who can address what is likely a larger underlying problem. Finally, Navigator automatically examines the CRM, looking for work and service orders dated either 48 hours before or 48 hours after the incoming call. Any orders from within that timespan are also associated with that call. The call is then routed to an appropriate agent based on that information.



## THE RESULTS

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By identifying potentially larger issues - repeat calls, multiple trouble tickets, impending or recent installation - on an automated basis, Navigator allows Izzi to automatically escalate those calls to the appropriate agents, who then receive via the Navigator, the information they need to better handle a given situation. Based on seeing the real customer experience data - Izzi leaders are now able move forward on the evolutionary steps needed to create an enhanced customer experience. Along with related process improvements Izzi made, Navigator helped reduce escalations - often to frustrated customers - from 16% to 8%. Navigator also delivered a more accurate, absolute view of the true Customer Experience and outcomes. This, in turn, produced an improved customer experience, and is helping Izzi find greater success in competitive cable television and telecom markets.

**“We are sure that Navigator is going to help us a lot with improving our CX processes.”**

*Edder Plascencia*

# WANT TO LEARN MORE ABOUT VHT NAVIGATOR?

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