

Robotic Process Automation Targets Order Failures and Helps Cable Provider Unit **Increase Sales by 90%**



Industry - **Cable/MSO**

A mature business sector like the cable industry needs to do everything possible to ensure every interested prospect ultimately becomes a customer. Reducing customer effort and troubleshooting system issues that prevent successful sign-ups can play an important role in expanding the cable customer base and keeping potential customers from choosing a competitor.

Challenge

A long-time U.S. Cable client faced significant reporting challenges around failed orders:

- Highly manual, mundane, and repetitive reporting process could only deliver reports 3-4 times a day
- Report processing exceeded resource capacity, making it impossible to meet the required 15-minute frequency
- Accurate reports were needed in eight categories, making the requirement even more complex
- Lack of timely response to order-related issues was a major challenge

Solution

Applying robotic process automation (RPA) facilitated high frequency report delivery and greater responsiveness. The solution enabled:

- Automatic generation of lead file reports
- Real time reporting on a regular cadence
- Reallocation of labor resources to other critical customer-oriented work

Results

The Client operations team now has uninterrupted access to real-time, precise leads. RPA-generated success included:

- 8 More than \$75K in annual savings
- 90% increase in closed sales targeting customers likely to churn
- 180 hours monthly resource time shifted from repetitive/mundane tasks to higher value work
- Accurate lead files to help client outreach teams deliver resolution-centered experience
- Accurate reporting to help internal operations analyze and address preventable problems