



## SUCCESS STORY

# How a Major Cable Operator Eliminated Over 400,000 Minutes of Hold Time

# optimum.

### Customer

Suddenlink Has Become Optimum

### Industry

Telecommunications

### ROI

Reduced Abandonment Rates

### Improved

Caller Satisfaction

“Fonolo makes us look smart. Customers really like the option of a call-back.”



### Gibbs Jones

SVP Customer Experience, Optimum

## The Company

Optimum is a brand of Altice USA. They are the seventh largest cable operator in the United States and a long standing internet, cable TV, home phone and mobile service provider.

Since 2006, Optimum has supported the information, communication, and entertainment demands of approximately 1.4 million residential and commercial customers across the country.

### THE PROBLEM

## Extensive Call Queues

As part of their customer experience approach, Optimum offers their customers many channel options for support, including live chat and online resources. Their phone channel remains their most popular channel by far.

With 7 call centers and 1.4 million customers, Optimum needed a way to reduce hold time for callers and improve the customer experience. They began searching for a call-back solution.

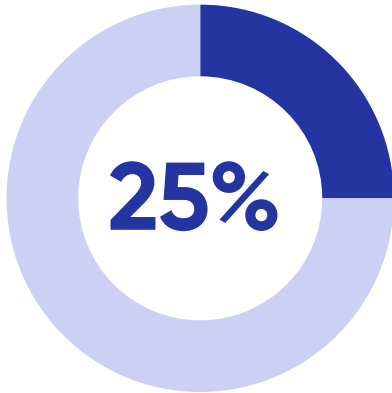
### THE SOLUTION

## A Quick Solution with Big Impact

Optimum chose Fonolo Voice Call-Backs to address their challenges with long hold times. Its usability and highly scalable deployment model was a clear deciding factor, and their cloud-based approach made for seamless interactions with their existing phone system. Plus, implementing Fonolo was quick and easy!

Callers now had the option of requesting a call-back instead of waiting on hold. With the push of a button, Fonolo would take their place in the call queue. Once an agent became available, Fonolo would call the customer back and connect them.

## Abandonment Rate REDUCED BY



### THE RESULTS **Fonolo's Impact**

It didn't take long for Optimum to see Fonolo's impact. Call-backs decreased their abandonment rate by 25% and saved their customers over **400,000 minutes in hold time**. That's 278 days!

Customer satisfaction increased thanks to the improved calling experience, and Optimum's contact center saw additional benefits in terms of cost savings and efficiencies.



**Gibbs Jones**  
SVP Customer Experience,  
Optimum



An organization's ability to provide an experience that sets them apart in the market is the ultimate way to succeed. We wanted to improve the customer experience by finding a way of giving customers more choices on the voice channel. By providing options, consumers can choose the experience they wish to have.



#### ABOUT FONOLO

Fonolo, the leader in cloud-based call-back solutions, empowers customers with an innovative alternative to waiting on hold. Fonolo's award-winning solutions are trusted by a growing list of call centers that aim to provide a superior customer experience. From Fortune 500 companies to SMBs, Fonolo is valued by customers for its scalability, expertise, and proven ROI.

Visit [fonolo.com](https://fonolo.com) to learn how your call center can reduce abandonment rates, smooth out call volume spikes, and lower costs.

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