

# Don't be caught off guard by call center overload.

Nuance helps a leading home security alarm company streamline its contact center operations and improve customer engagement

## Challenge

- Reduce cost of interactions
- Drive the right inbound traffic
- Offer more self-service options
- Improve alarm response time

## Solution

- Nuance automated routine reminders, delivering personalized interactions to customers on their preferred communication channels, making it easier for them to self-serve and driving more relevant, targeted traffic into the contact center.

## Results

- Achieved 94% message delivery (live answer or answering machine)
- Automated 2.8M customer communications, equating to 7.2M minutes of call center time
- Saved \$30,000 monthly on average in contact center costs
- Improved average handle time by 46% over IVR

Monitronics is one of the nation's largest business and home security alarm monitoring companies, providing services to more than 765,000 subscribers. The company was looking to improve its contact center operations; specifically, to drive more of the right customer conversations, reduce the cost of outreach through self-service and improve response to alarm time. To achieve these goals, they teamed with customer engagement expert, Nuance Communications, Inc.



“Our customers’ safety is our number one priority and our partnership with Nuance increases our commitment to it.”

Mike Haislip, President & CEO, Monitronics

#### **Improved reach and response**

Manually handling reminder calls to customers such as bill payment and low battery notification, was proving costly. Monitronics was looking to automate many of these routine calls to drive relevant traffic to the contact center and allow agents more time to handle complex customer services issues.

Monitronics engaged Nuance to automate their low- to medium-complexity customer service issues. These included five areas of their outbound contact center operations:

- Low battery
- Trouble signals
- Service appointment reminders
- Early stage collections
- Service surveys

#### **Maintenance made easy**

Monitronics’ security systems are equipped to send a signal when a battery is getting low and needs to be changed—an action that could save customers from potential break-ins and security breaches.

With the automated outreach in place, Nuance now sends a personalized, real-time communication advising customers to change their batteries.

#### **Pioneering customer service**

These automatic reminders mark an industry first for security services—no other alarm company provided this level of personalized outreach.

As a result of using Nuance, Monitronics was now seeing actionable trends in their inbound traffic—more customers were responding to low battery signals and making payments. Nuance also sent customers a survey following service calls to help Monitronics track customer satisfaction.

Overall, Nuance automated 2.8 million interactions that were previously handled manually by agents, which equated to 7.2 million minutes. These efficiencies saved the company, on average, \$30,000 a month in contact center costs and shortened average call handle time from more than 2-1/2 minutes to 85 seconds.

#### **About proactive engagement**

Through the acquisition of Varolii Corporation, Nuance has become a leading provider of consumer engagement applications. Our cloud-based platform enables companies to deliver personalized communication on a large scale, achieving better results from fewer interactions. Leveraging voice, text, email and smartphone push notifications, organizations are able to effectively reduce their cost of operations and improve service. More than 450 companies trust us to manage millions of interactions every business day. There are more than 40 healthcare organizations among our outbound clients, for whom we deliver 150 million messages every year. Follow us on Twitter: @NuanceEnt



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**About Nuance Communications, Inc.**

Nuance Communications is reinventing the relationship between people and technology. Through its voice and language offerings, the company is creating a more human conversation with the many systems, devices, electronics, apps and services around us. Every day, millions of people and thousands of businesses experience Nuance through intelligent systems that can listen, understand, learn and adapt to your life and your work. For more information, please visit [nuance.com](http://nuance.com).

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