SUDDENLINK COMMUNICATIONS BOOSTS PRODUCTIVITY WITH SALESFORCE CASE MANAGEMENT AND SELF-SERVICE PORTAL

| Salesforce | Service Cloud | Sales Cloud |

suddenlink *Life Connected*

Suddenlink is an American telecommunications subsidiary of Altice USA trading in cable television, broadband, IP telephony, home security, and advertising. Prior to its acquisition by Altice, the company was the seventh largest cable operator with 1.5 million residential and 90,000 business subscribers. On August 1, 2022, Suddenlink rebranded into Optimum.

| ≃ **35%** Increase in user productivity | **10+%** Reduction in call volume | **15+%** Faster resolution times | **25+%** Knowledgebase usage |

Challenges:

- Outgrown by their needs, Suddenlink sought to replace their older ticketing system, a system hampered by limited functionality and isolated data

- Resolution times across their support channels (phone, email, chat) fell short of expectations

- The customer journey was disjointed and increasing customer satisfaction was a priority

- Customer service agents needed more visibility into sales and finance activities to properly support customers

> " We're thrilled with the results achieved by the KMS Technology team! Their expertise with the Salesforce platform and integrations has completely transformed our support processes. We've seen a dramatic increase in user productivity, faster resolution times and more! They delivered a high-quality solution, on time and on budget.
>
> — Joseph Smith, Operations Manager

KMS Impacts:

In collaboration with Suddenlink's operations team, KMS streamlined the support process. This involved implementing routing rules and automations, which boosted both agent productivity and overall efficiency.

KMS helped to design and implement a branded and user-friendly self-service portal. This empowered customers to manage their accounts independently, including submitting and tracking issues, viewing billing and payment history, and accessing a comprehensive knowledge base.

KMS implemented a robust and seamless bi-directional integration with Suddenlink's ERP system to ensure billing and payment data was available in Salesforce and payments made in the self-service portal were recorded properly.

salesforce Clouds:

- 📈 Sales
- ❤️ Service
- 🖥️ Experience (Customer Community Portal)

Other Technologies Used:

Informatica | JS | CSS3 | HTML5