A SkyCreek White Paper

The Tradeoffs of Moving Calling Programs In-House

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Inevitably the question is asked; why not move outbound calling programs in-house to save money, move away from per-minute vendor pricing and to move more control over these programs internally. While this is a prudent question, cost reduction does not trump maintaining peak performance. The challenge when considering to move in-house is-- _not achieving lower cost_, but-- _meeting and eventually surpassing_ the same cost to performance standard currently sustained in an external outbound calling program, once in house.

All Calling Programs Are Not The Same
The reality is that there is a lot more to achieving optimized cost-to-performance on outbound calling programs than the number of IVR ports on a server and the price-per-minute cost of each call placed. The intricacies of the calling script, the dynamism of call flows, and the level of daily support and performance tuning all dictate the effectiveness of each call, the overall cost of the program and most importantly the quality of automated customer experience delivered on a consistent basis. While cost is an important factor in any program, it really comes down to performance and the level of performance that must be maintained to achieve the customer-facing objectives of the program.

Dedicated Program Management
Whether internally or externally managed, dedicated professional program support and management are critical elements for success. Your customers, and the relationships you maintain with them, are one of your organizations most valuable assets. The quality of the end customer experience is predicated on quality of the solution designed to pay attention to key operational variables while maintaining a favorable cost to performance ratio.

It is inherently difficult to successfully automate interactions with a diverse, technologically inconsistent, and an increasingly multi-channel population without sacrificing present ongoing relationships, and slow down acquisition of new client relationships. Shifting from an external to an internal call management not only requires a period of time to build the infrastructure, but once installed there is additional time needed after implementation for fine tuning and refinement to get to where all the possible interaction scenarios are automatically handled correctly.

SkyCreek managed services provide innovative functional capabilities that go beyond traditional out-of-the-box standard features of IVR systems, multi-channel contact platforms and customer experience management applications. They are designed specifically for the needs of high-volume, enterprise operations and are designed to elevate the precision, stability and performance of the automated contact programs we manage and support.   Unlike product-oriented solution approaches, SkyCreek's focus is providing a suite of managed services that can be tightly coupled together on our unifying INTERACT platform to provide a highly customized, scalable, customer-specific solution. Our core of managed services provide an effective layer of customer-to-technology abstraction, allowing customers to easily, safely and securely add new features and capabilities to operating programs. This allows SkyCreek support to more easily push customer program changes, general upgrades to existing functionality, and new services to our underlying SkyCreek INTERACT™ Interaction Management platform-- without affecting service.

SkyCreek Optimization Model

At SkyCreek, optimization isn't just a slogan it's a business model.
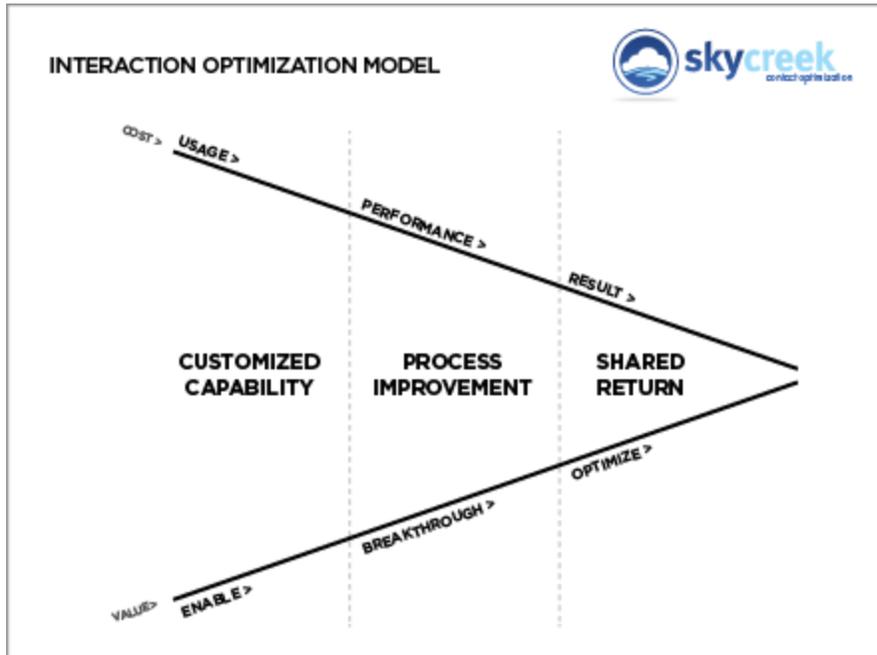
We have developed a system that optimizes customization which continually recognizes the need for process improvements to increase returns.

We take an incremental approach to continually improving the cost-performance of outbound calling programs.

While those embarking on new programs often require some level of customized capability, we find companies contemplating moving existing programs in-house are really looking for a way to economically move to a more dynamic program that is capable of responding in real-time to its clients' needs and changing demographics.

No matter the industry, company size or contact objective, our goal in optimizing contact programs is to keep our customers at the cutting edge of performance and to reduce their risk in working with SkyCreek as a long-term partner in the results we generate.

We are dedicated to helping you optimize your programs to the point where our cost simply becomes a percentage of the savings we produce. For one large communications provider, we used our optimization model to set a flat rate of $5 fee for every cancelation we generated, regardless of our effort or cost. Because of our *Shared Return* approach, we have an incentive to efficiently produce the results needed.

For example, prior to using SkyCreek, they had a 4% cancelation rate on appointments. Each truck roll stopped from going to an empty house saves them $150. When they contracted with us, we were able to bring them to an 8% appointment cancel rate saving them a 4% increase on dollars spent for truck rolls to empty homes.

It's not just the number of Calls but the Quality of the Calls
When deciding whether to use an external professional call center program like SkyCreek, or create an internal program, you have to understand that much more is at stake than just your call volume numbers. It is the effectiveness of your calls and how that impacts your daily revenues. Our customers (Verizon, Comcast and more) appreciate that our dedicated account management diligently allows them to manage company - wide performance and daily operations allowing them to economically sustain the level of performance they need.

Compare internal programs to SkyCreek managed calling solutions:

Calling Program Components	Internal IT	SkyCreek
Scalable Calling Capabilities	✓	✓
Dynamic Call Processing	✓	✓
Multi-Honed, Redundant Calling Environment		✓
Full Performance Reporting and Dashboard Interfaces		✓
Implementable Best Practices		✓
Dedicated Program Management		✓
Specialized Calling Management Functions		✓
20 Years Calling Management Experience		✓

At SkyCreek, we know you understand this stuff is complicated. We have 20+ successful years in the business. We understand the nuances and subtleties that take time to define and refine the balance to support all the goals of your campaign.

We offer dedicated account management, which is available daily, so you can:

- Tweak programs
- Manage new functionality being developed and integrated into your campaign
- Get around the clock technical and campaign support
- Create detailed and fully customizable reports with features to support program performances so you can logically justify and manage expense

And at SkyCreek, we absorb 3rd party components that represent additional investment under in-house campaigns.

To Learn More

To learn more about the true costs of moving your outbound calling programs in-house, contact us today for an independent assessment of your current programs and how SkyCreek's unique interaction optimization approach can help you accomplish the cost reductions you desire with improved manageability and service.

About SkyCreek

The more you optimize machine to human interfaces the more you maximize customer experiences and accelerate employee performance. For over 20 years this has been at the core of our value proposition to the customers we serve and is the driving force behind the high-volume, customized interaction management solutions we deliver to enterprise customer care and field service organizations needing to move from basic capability to advanced levels of performance. Our objective is simple; deliver a result, expand the result, and optimize the result across the entire scope of your operation.

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