



The largest provider of pay TV finds success integrating their heterogeneous CRM and CTI infrastructure and says partnership with AMC makes a big difference.

OVERVIEW

Why AMC Technology?

INDUSTRY

Satellite Television

COMPANY PROFILE

With the acquisition of DirecTV by AT&T, the newly combined company is now the largest provider of pay TV in the world with more than 26 million customers in the U.S. alone.

GOALS

CTI integration and capabilities for all of their CRMs and improve campaign tracking and efficiencies with transfers.

SOLUTION

Integrating DirecTV's heterogeneous infrastructure, which has decreased call handling time.

CASE STUDY

DirecTV Technologies + Contact Canvas

With the acquisition of DirecTV by AT&T, the newly combined company is now the largest provider of pay TV in the world with more than 26 million customers in the U.S. alone. Business is dynamic and when two giants merge, IT infrastructures can become heterogeneous, stratified and complex.

Even before the acquisition, DirecTV already ran both Siebel and Salesforce with two different telephony platforms. DirecTV had known the benefits of CTI for a long time for their Siebel users. They had seen big benefits for their customers so they knew they wanted CTI with all of their CRMs and assumed that the business would want all of the capabilities they had with their Siebel integration.

Today with Salesforce and Cisco integration via Contact Canvas, calls come in with call attached data and agents receive an automatic screen pop within CRM, and there is a post route to retain call context. Transfers and marketing campaign tracking is easier. Before, a lot of calls would be routed and tracked to one main, general bucket but now they can track to specific campaigns even if the call is transferred. Handle time has also decreased with the average handling time currently at 543 seconds.

"CTI is easy to use. It doesn't take a lot of training for agents to get accustomed to CTI," shared Karthik Jayaraman, Sr. IT Analyst and one of the resources responsible for the open CTI implementation at DirecTV and production support. "A lot of agents were using the hard phone to take and make calls, now they can do it all on their screen. It was like they discovered the wheel; it was awesome! The solution is quite robust and there are no issues with the adapter crashing or freezing," continued Jayaraman. "At every step of our implementation, we were able to communicate and work with the AMC team and we were able to get it done," said Jayaraman of the AMC partnership.

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Karthik Jayaraman
Senior IT Analyst, DirecTV



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Darrel Spain
IT Principal Architect Analyst, DirecTV

“Advice for others would be to know where you are today and know where you want to be in the future, so you can be prepared for changes that might occur,” said Becky Hancock, Salesforce tech lead at DirecTV. “Have a vendor that is willing to be flexible and willing to introduce new features. That was big for us, not every vendor is so willing to do that. Our environment is complex and our business is unique, we needed a vendor that could work with us to meet our needs.” said Darrel Spain, IT Principal Architect at DirecTV.

DirecTV is continuing to benefit from their relationship with AMC’s support and development team, noting the timeliness in their response rate.

“We have had a lot of good experience with the support and dev team, first point of contact in case we have any production problems, anytime we contacted support, they were always available, they were available right away and have been really helpful. Our support contact has been there for thick and thin, great experience with him and the rest of our support team,” added Jayaraman.

ABOUT AMC TECHNOLOGY

AMC Technology is a global leader in contact center and CRM integration with a vision for improving the customer experience through increased agent efficiency and personalization capabilities. With over 23 years of experience, AMC Technology leads the market in providing contact center integration expertise and best practices. AMC powers contact centers and customer interactions for companies around the globe through its certified platform – Contact Canvas™ and unparalleled expertise. AMC products are certified by technology partners and allows businesses to more effectively manage all types of customer relationships while delivering superior levels of customer service and improving productivity.

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