How **Fortune 500** Companies Manage Their Contact Centers
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Introduction

Fortune 500 companies know that good customer service is a cornerstone of a successful business, and their customer-focused strategies prove it. Smaller businesses may have the advantage of the personal touch. On the other hand, the most successful big businesses give customers what they need when they need it with highly trained, dedicated customer service staff providing 24/7 assistance.

No matter the size of your business, good customer service needs be at the heart of your business model if you wish to be successful. It is important to provide good customer service; to all types of customers, including potential, new and existing customers. Customer service is also important to an organization because it can help differentiate a company from its competitors.

There are two types of companies that consistently make it to the top. One excels at conducting very basic customer interactions, day-in, day-out. Those include supermarkets and fast-food chains where customer demands are basic but well met. The other group, including USAA and Amazon, makes a concerted effort to treat its customers well.

Even the giants, whether they're digital natives like Amazon and Wayfair or traditional firms in the process of reinvention like JetBlue and GE, have to make massive investments to create better customer experiences that avoid pitfalls and make the most of new capabilities.
Fortune 500 **USAA** earned the highest score in the Temkin Customer Service Ratings for the fifth year in a row in 2017. USAA’s efforts to provide world-class member service recently were recognized by the Satmetrix® Net Promoter Benchmarks. USAA has created a seamless experience for researching, financing, and insuring vehicle purchases. As a result, the company saw a 77% year-over-year increase in visitors to its car-buying site, a 15% increase in completed auto loans, and a 23% increase in vehicles sold.

Sprint focused on eliminating the root causes of customer calls to its contact center and moved from last to first in the American Customer Satisfaction Index. As a result of fewer outsourced calls and fewer customer credits, the company saved $1.7 billion per year.

**How Fortune 500 Companies Manage Their Call Centers**

To acquire and retain customers in an environment of digital disruption, consumer hyper-adoption, and rising customer expectations, all companies must elevate the role of customer experience in their competitive strategies and commit to playing the long game. The most efficient way to build customer experience maturity is to find pockets of maturity and build on them.
What is the importance of consistency among different channels within a contact center?

"Customers expect consistent service regardless of the channel they employ to communicate with an organization. As consumers, we form a perception of a company or brand based on numerous factors including advertising and marketing messages, word of mouth recommendations and the experiences of our network with the organization and our own past experience. This perception forms the basis for our interaction expectations. We don't differentiate these expectations by channel.

For the contact center that means that we will be judged by our customers not only based on the service we deliver, but also on the consistency of service we deliver. This understanding combined with service delivery, service quality, and ease of access to reduce customer effort creates the customer experience. The importance of understanding the interconnectedness of these elements cannot be overstated and only increases in importance as organizations evolve from multi-channel to omni-channel service delivery."

"Recognized as one of Canada's leading contact/call center experts, Colin has received 27 RSVP Awards for excellence in Contact Center Management from the Canadian Marketing Association (CMA).

Recently Colin was Ranked #5 in The Customer Service 100 globally. A founder and past chair of the Contact/Call Center Council and a past Director of the CMA, he is an author and a frequent speaker on customer service, contact centers, Operational Innovation, CRM, sales, direct marketing and team building."

Colin Taylor
CEO & Chief Chaos Officer, Taylor Reach Group, Inc.

Since 2003 Colin has lead The Taylor Reach Group, Inc. (TRG) to success in call center and management consulting. Working with clients on two continents Colin has assisted companies such as; Aldo, Mercedes Benz, Reader’s Digest, Republic Services, National Bank of Australia, and TD Waterhouse.
Availability and Providing Prompt Responses across Platforms

One of the biggest factors that sets Fortune 500 customer service practices apart from those of other businesses is being available for customers at all times. Just as important as answering every customer call is responding to emails and messages sent via social media. Wherever customers go, they expect the same prompt, courteous response from your employees or contractors. Fortune 500 companies owe their success to many factors, but a focus on outstanding customer service is always present. Consider outsourcing certain customer service tasks to ensure your company takes care of every customer in a timely manner, and take advantage of social media and other platforms so customers can choose the contact options to fit their needs. Not only do these Fortune 500 customer service strategies help promote customer loyalty, but they also help increase revenue by driving business. A strong customer service strategy on multiple channels is essential since it can take years to build a successful brand just to tarnish a reputation with a couple of negative reviews or feedback.

Apple Case Study

Apple has managed to establish a feat many other companies would only ever dream of achieving. That is, an almost cult-like fan base, that arose from customers being made to feel they are being taken care of.

Also happy employees, who represent the products and brand as a whole, consistently show a passion for Apple products. In-store customer service gives consumers the feeling they are speaking to a tech enthusiast rather than a salesperson.
The company’s strategy for hiring and training customer service agents ensures customers are receiving an outstanding, high quality service from somebody who really knows about the brand’s products. Everything a customer experiences in-store has been thoroughly thought out. In fact Apple have even developed an acronym for the way it teaches their staff how to interact with customers.

A - Approach customers with a personalized, warm welcome.
P - Probe politely to understand all the customer’s needs.
P - Present a solution for the customer to take home today.
L - Listen for and resolve any issues or concerns.
E - End with a fond farewell and an invitation to return.

Needless to say, customers’ needs, whether online or in-store, come in a variety of forms - some are more difficult and demanding than others. Apple has managed to successfully demonstrate an approach that makes it easier to deal with this variety; by instilling a sense of empathy towards customers.

In-store customer service for this Fortune 500 company, comes in the form of the Genius bar; a place to meet and receive help for any technical problems from ‘geniuses’ who have extensive technical knowledge about the Apple products.

Additionally, the company has a customer service page on their website where customers can get information on topics such as managing photos, using messages or keeping up to date with iTunes gift cards. Customers also have the option to view repair options, check warranty status and look up repair status.

There is a wealth of options on the website, and this also applies to making contact with the company; start a chat in real time, send an email, or arrange a phone call. Giving customers options empowers them and gives a sense of control - they choose how to seek help or get in touch. This highlights an underlying approach to customer service strategy that can be seen in all 3 companies; that is a focus on customer experience at every point.

On social media, Apple recently opened a tech support channel on Twitter dedicated to customer care, acquiring more than 100,000 followers in just the first day.

Answering questions and tackling issues in-channel allows Apple to quickly and efficiently deal with customers’ needs. Their handle however, appears to not only be handling complaints and technical questions, but also offer tips.

Most of the responses from the company ask for customers to send a DM, which suggests their approach is to resolve issues on private channels. This change in approach suggests that Apple is realizing the benefits of tackling issues and questions in a public forum. Namely, that others with similar issues can solve similar problems using the answer from a different user’s Tweet.

Interestingly, the @Apple Twitter account lies dormant and has never posted a single tweet, even with its 615,000 followers. This move to a separate and dedicated customer care channel shows that the company recognizes the need to be more available for their customers. It confirms the importance of listening to your customers and putting their experience at the center of your business.
**Microsoft Case Study**

Microsoft has a particularly strong presence on Twitter, with a dedicated account to almost every imaginable theme; security, development, news, events, careers, and of course a customer service account as well. This thorough covering of all bases means Microsoft customers can engage and interact with every part of the brand. It means that any customer service related questions or queries can not only be answered by the right teams, but can also be asked in the right place.

The brand's various Twitter channels each serve a different purpose. Whilst most of the main Microsoft Twitter channel includes news and related articles for example, the Microsoft Office channel sees the brand interact with customers in a more natural and casual way, both answering questions and proactively offering help. Additionally, with a new focus on bots, Microsoft is playing an important role in the way we interact with and experience customer service. As well as not having to wait in line whether in a physical setting or on the phone, chat bots will be able to interact with and answer any queries from customers.

With the ability to retain a vast amount of information, exceeding what our average human brain can hold, bots' ability to instantly scan and retrieve past information and conversations means customer service will see a huge improvement in both quality and quantity of queries it is able to handle at a time.

**State Farm Insurance Case Study**

State Farm Insurance has the biggest call centers in the US, located at Atlanta, Georgia; Bloomington, Illinois; Dallas, Texas; Jacksonville, Florida; and Phoenix, Arizona. The Customer Care Center (CCC) partners with our State Farm agency force to create a consistent experience for customers regardless of how or when they interact with State Farm. CCC Service is dedicated to providing after-hours service to State Farm customers who contact an agent’s office outside of normal business hours; after 5 p.m. and before 9 a.m. on weekdays and around the clock on weekends and holidays.

**A Glance at What Customer Care Service Representatives Do**

- Use scripted responses to assist customers, agents, and State Farm employees by phone
- Manage a variety of customer service situations
- Answer insurance-related questions from callers
- Take initial loss reports and provide claim personnel contact information
- Take payments and answer bill related questions
- Take and send detailed messages to agents/claims personnel
- Provide emergency customer assistance while on the phone, utilize computer technology to access online job aids, navigate the State Farm intranet to locate information, and electronically file claim reports
- Apply State Farm policies and procedures to unique situations
- Work in a contact center environment
- Provide in-language service for Spanish speaking customers

**Skill-sets Preferred**

- Ability to provide remarkable customer service in all interactions with customers and associates
- Ability to multi-task by managing phone calls while efficiently navigating between multiple computer screens
- Ability to clearly communicate policies and procedures and connect with customers over the phone

**Work-hours and Training**

- Work hours involve non-standard shifts, including weekends, holidays, and evenings
- Employees will complete an extensive, paid training program to learn policies and procedures, and receive on-the-job coaching and training.
Nate Brown is on a quest to improve the agent experience and the customer experience through creativity, knowledge, and hard work. In addition to being a Director of Customer Experience at UL, Nate is the VP of Communication for the HDI Music City Chapter and a well-known speaker in both the ICMI and HDI communities. You can read more on his blog, CustomerCentricSupport.com.

What are the most effective leadership structures you’ve seen and ultimately how does leadership impact customer service in contact centers?

"I’ve seen a wide variety of leadership structures in the contact center, all of which have advantages and disadvantages. Having experimented with several models over the years, I believe the key is building it around an exceptional agent experience.

We have arranged our group with a premium on coaching. Each agent has a designated coach who is a product expert and is available to provide a helping hand in real-time.

Each coach has only a small contingent of agents to ensure they are ready and available. This not only leads to a better and faster resolution for the agent, but it also adds tremendous confidence to the agent. In addition, this helps to develop the leadership and training skills of our coaches ... a huge win all around! At the end of the day, contact center leadership will either establish a culture where agents (and in turn customers) are highly valued, or they will create a glorified daycare. Our primary role as leaders is to hire wonderful people and then let them be wonderful."
Embracing Social Media Connections

Setting up and maintaining corporate accounts on social media allow you to establish a Web presence while providing the opportunity to connect with customers. According to a Study by the University of Massachusetts Dartmouth, 86% of Fortune 500 companies had active Twitter accounts in 2016, up from 62% in 2011. The study considered any corporate account that had tweeted within the last 30 days to be active. These numbers show how seriously Fortune 500 companies are taking this essential social media business tool, one that plays a key role in customer connection. In addition, 84% of these companies maintain Facebook pages.

Amazon Case Study

“The best customer service is if the customer doesn't need to call you, doesn't need to talk to you. It just works.” Jeff Bezos, CEO of Amazon. Amazon’s approach to customer service means there are no questions asked and no assumption that the customer could ever be wrong. Named as The Everything Store, this retail giant knows that fixing problems early and without putting any blame on customers instills a sense of trust and loyalty - customers keep coming back.

Not only do they demonstrate excellent customer service through their delivery of packages to almost any location (even within a matter of hours in some cases), but Amazon also have a strong digital strategy for social customer care.

Today, as well as a Facebook page and Twitter account for customers to get in touch, Amazon also has an Instagram account that is regularly being tagged and mentioned. Being available on multiple channels instils a sense of accessibility and confidence that questions and queries are being answered.

Adopting this kind of customer service strategy instils a sense of trust and encourages loyalty to the brand. It makes consumers feel special. Finding the right tone and creating conversations with customers allows for a much more human relationship and interaction between customers and the company’s customer service agents.

In addition to social media channels, the company website changed their ‘contact us’ page experience, allowing customers to leave their phone number so that they can be called back, thus spending less time waiting on the phone and as a result, reducing stress. These factors that make up their customer service strategy might explain why this Fortune 500 company was named earth’s most customer-centric company.
Consolidated Contact Center Operations

As call center technology advanced and the industry expanded, companies shifted their location strategies to more geographically dispersed locations to take advantage of smaller labor markets with lower call center saturation and labor costs.

Fortune 500 companies appear to favor bigger sites in state-of-the-art facilities with a live-work-play environment as they battle for talent. These operations are once again returning to labor markets popular in the '90s such as Atlanta, Dallas, Phoenix and Tampa. They are finding the best talent in these markets especially with the more skill-diversified operations centers. The push for quality over cost is one driver of this change resulting in a shift toward onshore hires combined with consolidation into larger call centers. Companies continue to consolidate their call center and back office operations into larger facilities.

One trend that is now re-emerging is the shift back to larger call centers as companies expand rapidly and consolidate into regional operation centers in big cities. These are typical captive, in-house operations with thousands of employees performing activities such as customer service, claims processing, help desk, technical support, shared services and a variety of other back-office functions.

90% of Fortune 500 companies use Shared Services. “In today’s business environment, nine out of every ten enterprises have shared services and 97 percent manage outsourcing relationships” - HfS-PWC report June 2012.

Quest Diagnostics Case Study

Having grown through Mergers & Acquisitions, the company had multiple contact centers servicing similar type of callers with different processes and performance measures. Additionally, some of the centers were overstaffed and some understaffed. The company wanted to reduce and consolidate its customer service operations which led to the development of 2 National Operations Centers (NOC) at Tampa, FL and Lenexa, KS. It included:

- Creating a plan to balance occupancy rates by combining like call types and creating agent skill-sets
- Sharing provider calls across multiple contact centers
- Developing forecasting and scheduling expertise and capability at the enterprise level
- Implementing National Operations Center to monitor call flow and contact center performance at the enterprise level and to facilitate command and control for contact center operations

Results

- Increased service levels during peak season by 150% while reducing overall paid hours through better scheduling strategies and resource management
- Increased levels of process standardization across the enterprise
- Promoted consistent customer and provider experiences
- Consistency of service delivery enabled additional transformation and optimization
- Created a sales function within the NOCs by providing tours to prospective clients and partners
Wal-Mart Case Study

Wal-Mart’s Global Shared Services team looks at every part of customer services, as well as the payroll and invoice process and makes it faster, better and simpler. GSS Service Centers have already saved the company millions.

Pepsico - Equipment Services (PES) Center

The Pepsi Equipment Services (PES) Center provides customers through-out the US and Canada with a single point of contact for all equipment service issues. Provides customer service support in the B2B space for over 2.4MM assets, handling over 3MM customer contacts annually.

Captive Call Centers

Today, call centers of all sizes can be found in almost all metro areas in the U.S. As a result, it is critical to understand who you are competing against for labor when entering a market. Higher-end call centers, which are referred to as captive, in-house call centers operated by Fortune 500 companies are often the premier employers.

These captive call centers typically pay higher wages, offer great employee benefits, and build high-quality facilities with all types of amenities for their employees. As a result, captive centers are able to pull the best agents from other call centers within 30 miles. This location strategy enables these higher-end call centers to truly perform at the highest level with employee attrition well below industry standards.
In your opinion, how do contact centers impact the overall customer experience for Fortune 500 companies?

"The contact center is literally the place where customers make contact with the brand. How much money do marketers spend every year to make contact with customers? Millions of dollars! But we have customers literally coming to us - in the contact center - and this is a relationship-building opportunity.

It’s a chance to shine - to be there at the point of need. And that is the basis for any good relationship - offering value. Too many companies today try to get rid of customers as fast as possible. When companies start seeing the contact center as an investment, they will retain more customers.

Customers will tell their friends and family about the experience - and companies will grow as a result. But this is a long-term investment - for brave executives willing to look beyond quarterly profits."

Blake Morgan

Customer Experience Futurist, Keynote Speaker, Author of More Is More

Blake Morgan is a Customer Experience Futurist. Her first book is “More is More: How The Best Companies Work Harder And Go Farther To Create Knock Your Socks Off Customer Experiences.” Blake is adjunct faculty at the Rutgers executive education MBA program. Blake contributes to Forbes, the Harvard Business Review and the American Marketing Association. She is the host of The Modern Customer Podcast and a weekly customer experience video series on YouTube. She has worked with Intel, Verizon Wireless, and many more.
Outsourcing

Clearly, these highly successful businesses see the benefits of letting a third party expert be in charge of this critical area. It is a factor that provides businesses a competitive edge in the global market, one that plays a major role in customer retention. Maintaining a loyal following is one of the keys to success that these companies have recognized early on, and it is for this reason that they prefer to let outsourcing companies take the reins when it comes to providing superior customer experience.

"Today, outsourcing is not just a trend; it is an integral part of how smart companies do business", "...a company concentrates on its core business and relies on outsourcing partnerships to get the rest done" – Harvard Business Review

Outsourcing Capabilities

Though many Fortune 500 companies have their own call center staff, others, such as Siemens and IBM, outsource their customer service duties. As of 2016, costs can be as low as $1 per customer call according to Business 2 Community, making this a realistic option even for small companies.

Another advantage of this strategy is the flexibility to meet your business' dynamic customer service needs. An outsourced answering service can add or cut down on staff based on your company’s call volume, which is especially useful for seasonal shifts in business demand.
IBM Case Study

In 1992 IBM encountered a different set of problems. Facing fierce competition, they realized the need to re-engineer their go-to-market strategy to dramatically reduce both sales and service costs - to move away from a "blue suit," field sales business model. Looking for the best solution, IBM decided a call center would provide the best blend of quality and cost-efficiency as a channel for both sales and customer service.

They also recognized they had no experience designing, much less managing, a call center. And, as if this weren't enough of a challenge, the center needed to be up and running "yesterday." "Outsourcing enables executives to focus their energies on the "what" of their business and less on the "how." Executives believe this is often the most compelling reason for outsourcing".- The Outsource Institute

IBM outsourced the design, staffing, and management of a TeleServices Center capable of supporting customers in all phases of their life cycle. Within 90 days, the first TeleServices Center was up and running - a third of the time IBM estimated it would take to accomplish internally. Working in partnership, they set up a strategically located call center at an IBM facility in California. The call center was charged with all facets of customer acquisition and retention - from lead generation to assuring customer satisfaction to inbound customer service and support.

To provide truly integrated and comprehensive marketing, the IBM TeleServices Center was carefully organized into three groups: The Customer Service Group handles simple inquiries as well as provides customers with technical support and assistance solving complex problems. The Telesales Group handles account management and sales of IBM products and services that do not require field sales support. The Direct Marketing Group is responsible for generating new product leads, upgrades, service contracts and seminar attendance.

The successful integration of the TeleServices Center within IBM's corporate structure requires that TSRs receive training to develop the required product knowledge and customer skills to act as an agent of IBM. As one would expect from such thorough planning and implementation, the results have been dramatic:

- Reduced the cost of customer contact 97% - from $500 for field contact to $15 for telesales contact
- Shortened the field sales cycles up to 80%
- Generated 125% of goal for leads
- Exceeded customer expectations 78% of the time - based on a customer service satisfaction survey
- Built a marketing database - with customer information that improves targeting, responsiveness, relationships, and retention.
Outsourcing to Different Countries

India continues to represent the primary destination for offshoring (especially for English language operations) and a global hub for multilocation sourcing strategy. In addition to India, respondents have indicated that they are continuing to pursue opportunities in Poland, Philippines, and China. Over the past decade, new markets for outsourcing opportunities have emerged in Romania, Mexico, and Brazil, and these are expected to see continued growth. Countries within South America and Asia remain as high potential opportunities; however, further development is required before they are viewed as viable sourcing options.

India - More than a quarter of the Fortune 500 companies such as GE, American Express, British Airways, HSBC, Citibank and AT&T, have shifted their back-office operations to India. The reason is simple: India churns out two million English-speaking graduates every year whose wages are 80 per cent less than their western counterparts, saving foreign companies enormous sums of money on such services. In India, a call centre associate is available for $0.7 an hour while his American counterpart charges $8.5. The rule of thumb is an annual savings of $30,000 for every call centre employee. By shifting such operations to India, GE now saves $275 million every year. American Express also partnered with multinational Information technology companies in India like Infosys Ltd, and Tata Consultancy services. These outsourcing companies offer Amex customers live chat support services and phone support services. Among the others who have jumped on to the bandwagon is British Airways (BA).

It has set up a centre for passenger revenue accounting, error handling and miles tracking, employing 2,400 highly skilled graduates. It now reports an annual saving of $42 million. Almost all the major British insurance majors, including Axa, Royal & Sun Alliance and Churchill Insurance, are following suit.

Philippines - PAYPAL, the US electronic payments giant, operates call centres in Salt Lake City Utah, but has outsourced to other countries like Philippines and Ireland. Other companies with Call centre operations in Philippines are Chevron, UnitedHealth Group, Verizon, HP, JPMorgan Chase, IBM, Citigroup, Wells Fargo, AIG, Safeway, Emerson Electric, Capital One Financial, Synnex, ADP and Cognizant.

China - Though its back-office operations are still small, China has been aggressively trying to increase its share in the market. Its biggest handicap is its lack of English-speaking talent.
Do they have Directors for Each Call Center? What is the Leadership Structure?

Here’s a look at the call center leadership situation at selected F500 firms:

AT&T
- AT&T has different call center leaders for different BUs

**Tony Barton** - **AT&T Call Center Director - Mobility Sales and Service** - Responsible for leading 300+ employee call center focused on exceeding all targets established for sales, customer experience, and efficiency for AT&T Mobility.

**Mark Butterworth** - **Call Center Director at AT&T - Business Wireless** - Responsible for the AT&T Business Mobility Customer Service Center located in Greensboro, NC and several Strategic Partner Centers. These centers provide end-to-end service and support to AT&T Business Wireless customers.
Wal-Mart

- Wal-Mart had a single leader for setting up their Global Shared Service Center

Cliff Martin - Former Director, Global Call Center Strategy - Responsibilities Included - Building the business case and operating model to create Walmart’s first truly dedicated Shared Service organization focused on Contact Center services. Create one global language of metrics; a globally diverse and inclusive set of policies and procedures; and a stack of contact center technologies that will keep the needs and voices of our customers, associates, and suppliers at the forefront of the operations. Created the company's 5 year contact center technology plan focused on bringing the centers and their capabilities on par and ahead of key competitors; primary focus points on technology acquisitions and deployment, quality tool enhancement, process standardization, CSAT strategy, and email/chat/social platform development.

General Motors

- GM has consolidated call center leadership across US, Canada and Philippines

Lois McEntyre - Director, General Motors Contact Centers - Provide direction and leadership for General Motors Customer Care and OnStar contact center locations throughout US, Canada and Philippines.

Walgreens

- Walgreens has singular leadership for multi-site call center

Ron Mozalewski, MBA, PMP, PHR - Contact Center Director/VP, Walgreens - Leading multi-site contact center, 30 member strategy team with labor budget of $2.4M and project portfolio of $22.6M. Transforming the customer experience across all contact channels, (1B annual contacts), lowering the cost to serve and reducing customer effort.

Drive effectiveness of contact center programs by evaluating and improving processes and performance metrics to deliver attainment of KPI performance excellence. Manage outsourcer supporting Walgreens ecommerce platform.

DEVELOPED THE NATIONAL CONTACT CENTER SITE STRATEGY REDUCING CENTER LEASE COST BY 30% through site consolidation, the introduction of technology, work at home agents & shift to lower cost channels.

REDUCED OPERATIONAL & COST PER CONTACT - Identified $3.1M in annual cost savings by consolidating sites, organizational restructuring and led the execution of strategies achieving a 31.6% savings in cost per contact.

Charter Communications

- The company has geographic as well as business unit leadership for call center operations. There is one leader for the US, and then regional sub-divisions and further down taking care of different BUs.

- Charter-owned call centers are located in St. Louis, Missouri (telephone service support center); Billings, Montana; Greenville, South Carolina; Vancouver, Washington; Fond du Lac, Wisconsin; Walker, Michigan; Rochester, Minnesota; Worcester, Massachusetts, and Louisville, Kentucky (the largest call center across the company), with Heathrow, Florida, handling the bulk of video, high-speed data, and telephone billing and customer service contacts.
Conclusion

Competitive barriers of the past — such as manufacturing strength, distribution power, and information mastery — can’t save you today. One by one, each of these corporate investments has been commoditized.

Traditional industry boundaries have dissolved. Automakers now find themselves competing not only with other automakers but also with services like Zipcar, which obviates the need for car ownership.

Likewise, Google News, Expedia, and mobile devices undercut newspapers, travel agents, and laptop manufacturers. Regardless of industry, customers will compare your firm to companies like Southwest Airlines, Zappos.com, and Disney — which are known for their customer centricity.

Today’s customer experience leaders — firms like Best Buy, Apple, and US Cellular — are already laser-focused on delighting their customers, and many of them are doubling down on their CX investments.
About us

Tenfold is the world's leading Contact Center Platform. Built for enterprises and high-growth companies, Tenfold increases revenue, productivity, and builds better relationships with customers by allowing them to measure, analyze and improve every aspect of the customer journey.

At Tenfold we believe in helping companies open customer relationships that will continue to grow and create value over time, while at the same time enabling them to retain these relationships by providing an exceptional customer experience.