



Comcast

Comcast captures thousands of new subscribers by streamlining service availability workflow

Challenge

Comcast Washington, heralded for subscriber growth and customer satisfaction, was losing potential subscribers because of service availability and workflow inefficiencies.

Solution

➤ Micro Focus OnWeb®

Comcast

Comcast is one of the world's leading communications companies and one of the largest providers of cable services in North America. It has 23.3 million cable customers, 10 million high-speed internet customers and 1.6 million voice customers across 36 states. In a highly competitive industry, where most companies are posting negative results, Comcast is growing its subscriber base and hitting highs with customer satisfaction numbers.

Comcast Washington is a company subdivision that is earning industry-wide accolades for its innovative use of technology to improve business processes. A past winner of the Communications Technology's System of the Year Award, Comcast credits its success to an outstanding team led by Sean Bristol, Director of Engineering. His team eagerly embraced GIS (Geographical Information Systems) technology while others were still debating its benefits. Using GIS technology with tools such as AutoCAD, Spatial Info and Oracle, Bristol's team has been able to reduce service calls, improve outage response times and increase customer satisfaction within the Washington market.

Poor customer service inhibiting growth

Comcast Washington realized it was losing potential subscribers when service availability was in question. When consumers in remote areas contacted the Comcast Washington call center to find out about cable TV or Internet service they were not able to get an immediate response on the first call. Comcast sales agents had to interface with a mainframe-based CSG customer service application, which did not have access to service availability information data housed on the GIS system. Sales agents had to contact engineering to inquire about service for specific regions. In many cases, potential subscribers had simply hung up before re-connection and called competitors.

Highlights

- Increased customer satisfaction through workflow optimization and system integration
- Valuable intellectual property and business logic retained
- Higher close rate with potential subscribers achieved.

"By implementing Micro Focus OnWeb we were able to create an interface between CSG mainframe-based information and our GIS systems quickly, simplifying the workflow process."

Sean Bristol,
 Director of Engineering, Comcast

Sean Bristol and his team knew that if they were able to integrate their business-critical legacy systems with the new GIS systems, they would be able to improve business efficiency in many ways. As the sales team got a broader view of customer and service data, sales response times would improve setting the foundation for other opportunities.

Integrating mainframe applications with those in a .NET environment

Comcast Washington needed a robust integration platform that would simplify the integration process while maintaining the integrity of its existing systems. The company initiated a project that would combine the CSG mainframe-based customer service and billing application with its GIS-based Spatial Info and Oracle applications, within a .NET environment. Comcast partnered with Micro Focus to implement OnWeb – a developer-friendly platform for fusing mainframe and iSeries applications with external applications.

In less than a day Micro Focus developers were able to demonstrate to Comcast the power and flexibility of OnWeb as a .NET integration platform, by creating the Web services needed to pull customer data from the mainframe-based CSG application and pass it to the Spatial Info and Oracle software.

“Our agents are now securing subscribers that would have been lost due to inefficiencies in our system.”

Sean Bristol,
Director of Engineering, Comcast

Micro Focus built Web services with OnWeb ObjectBuilder – a graphical drag-and-drop development tool. Using this tool, developers simply viewed the CSG application on the mainframe and performed the normal navigation used to locate customer information. ObjectBuilder automatically generated the supporting Web service, duplicating the navigation and retrieval of information.

Sean Bristol was impressed with how easy it was to integrate mainframe-based information with his .NET application. OnWeb did not require creation or modification of any host code, which meant the integrity of the mainframe was never at risk.

Streamlining service availability workflow delivers thousands of new subscribers

“By implementing Micro Focus OnWeb, we were able to create an interface between CSG mainframe-based information and our GIS systems quickly, simplifying the workflow process,” says Bristol. “Our agents are now securing subscribers that would have been lost due to inefficiencies in our system.”

Thanks to the power and flexibility of OnWeb, Comcast Washington is now achieving a higher close rate with potential subscribers.

With the support of Micro Focus, Comcast is also positioned to streamline other business processes that rely on mainframe access, optimize more workflows, and ultimately see an even greater increase customer satisfaction.

About Micro Focus

Micro Focus, a member of the FTSE 250, provides innovative software that allows companies to dramatically improve the business value of their enterprise applications. Micro Focus Enterprise Application Modernization, Testing and Management software enables customers’ business applications to respond rapidly to market changes and embrace modern architectures with reduced cost and risk.

Contact us at: www.microfocus.com

©2011 Micro Focus IP Development Limited. All rights reserved. MICRO FOCUS, the Micro Focus logo, among others, are trademarks or registered trademarks of Micro Focus IP Development Limited or its subsidiaries or affiliated companies in the United Kingdom, United States and other countries. All other marks are the property of their respective owners. sCSCOMC0711