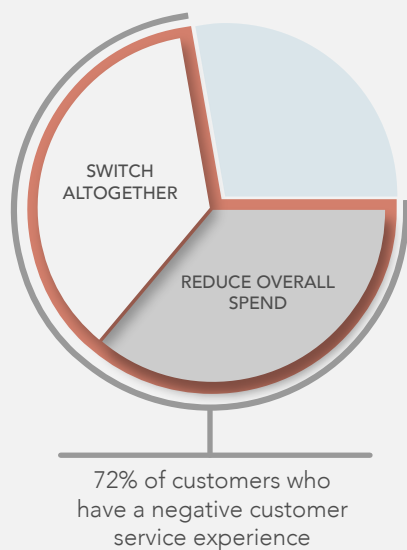# CUSTOMER COMMUNICATION CASE STUDY

A well-known media conglomerate recently had a serious incident when one of their customer service representatives changed a customer's name from "John Smith" to "A!@hole Smith" (not the customer's actual name) after a heated phone call. This incident went public and caused a wave of bad press for the company. Likely, the company also had legal ramifications from this incident, though they were never made public.

The company immediately engaged Inversoft to solve this problem.

IMPACT

Incidents like these cost corporations millions of dollars each year in litigation and payouts. eLawForum estimates the total cost of litigation for Fortune 500 companies to be equivalent to one-third of the after-tax profit. This means that a company with $1 Billion in after tax profit will have as much as $333 Million in total litigation costs.

ABOUT THE USE CASE

The company highlighted here is a well-known media conglomerate with millions of customers and a highly recognized brand. This use case applies to any company that sends electronic or paper communications to its customers including:

- Media
- Health Insurance
- Financial
- Broadcasting
- Telecom
- Credit Cards
- Utilities
- Entertainment

SWITCH ALTOGETHER

REDUCE OVERALL SPEND

72% of customers who have a negative customer service experience

Unfortunately, the bad news does not stop there. Bad publicity reduces brand equity, which impacts consumer sentiment, and ultimately cuts into the bottom line. According to a study conducted by the Cisco Internet Business Solutions Group, 72% of customers who have a negative customer service experience either reduce their overall spend or switch altogether. Furthermore, for subscriber-based organizations, customer retention is the key metric to revenue and growth. A negative news story that causes even 0.1% customer attrition could impact revenue by $1M for every $1B in annual subscription revenue.

0.1% OF $1Billion

$1Million

LOST

Problems with profanity in customer communications can have a substantial impact on revenue for any company. Furthermore, most B2C companies understand that customer satisfaction is crucial to the success of the business. Beyond billing statements, B2C companies have communication with their customers through online form submissions, chats, forums, support portals and emails. **A solution to prevent future problems that impact revenue is now a business requirement.**

SOLUTION

After significant financial losses and the likely threat of a lawsuit, the well-known media company found immediate value in CleanSpeak. They installed, integrated and tested CleanSpeak and proved that it would prevent any profanity from appearing on billing statements going forward. This dramatically reduced the risk to the company of future PR disasters caused by the same problem.

The company evaluated numerous solutions similar to CleanSpeak, but selected CleanSpeak based on these key requirements:

- **PERFORMANCE** CleanSpeak is the industry's fastest solution
- **ACCURACY** All other solutions generate too many false-positives and misses
- **SECURITY** CleanSpeak is on-premise and met all InfoSec requirements of the company

RESULTS

Only a few weeks after the incident, the company had already installed CleanSpeak and was directing all billing and customer records through the system whenever they were edited. Inversoft's enterprise-scale filtering and moderation software gave them the confidence to know that inappropriate or unwanted content would no longer go through to their customers.

> " Our customer told us that they chose CleanSpeak because we met all their requirements and gave them the confidence to tell their executive team the problem of profanity on customer communications was solved. "
>
> ~ Brian Pontarelli, CEO of Inversoft

CONCLUSION

Communication with customers is constantly changing. We are now connecting with our customers more frequently through multiple, diverse channels. As a result, it is no longer possible to use employees to pre-screen all communications, but our standards remain the same. Therefore, businesses now must invest in automated solutions like CleanSpeak to prevent offensive and inappropriate language in all customer communications.

ABOUT INVERSOFT

For nearly a decade, companies ranging from startups to the Fortune 500 have turned to Inversoft for help managing their customer communications. Inversoft's CleanSpeak profanity filtering and moderation software makes it simple for companies to confidently leverage user-generated content without fear of offensive or inappropriate content reaching their customers.