



CLIENT STORY

# Foxtel Transforms At-Home Visits Using Integrated Tech Stack

The Foxtel Group is Australia’s leading television company with more than 4 million subscribers to a range of broadcast and streaming services. With so many competitors in the subscription television space, it’s crucial for the Foxtel brand to deliver excellent experiences to customers at every opportunity.

## Home Installations Are a Moment That Matters

With a service like Foxtel’s, the business relies on contractors to visit customer homes for installation and troubleshooting. Technicians are independent contractors engaged through third party relationships, meaning it was challenging for them to see customer experiences as their own responsibility. The original state of the technician client relationship left much to be desired—customers were reporting that they expected technicians to be warmer, friendlier and more informed on Foxtel’s product.

## Data and Technology to the Rescue

The Foxtel CX team needed to overhaul this problem ASAP, and they turned to data and technology to solve it. The business started surveying each customer and gathering data on individual technicians. A series of data sources collated the information and rolled up into a national scorecard relevant to the third party company in charge of the technicians.

Foxtel uses multiple technologies to gather data and collate results:

1. The InMoment Platform collects customer survey ratings on specific technician attributes and the general verbatim provided in an installations survey



Shortlisted for the 2021 CX Asia Excellence Awards:  
**Best Use of CX Technology**

2. The Oracle Field Service App tracks work order completion rate data, the quality of work performed, and technician timeliness
3. The physical Foxtel box collects data showing IP connectivity
4. Tools like Tableau and Power BI have been used to aggregate various data sources and present the information in a single place

This unique technology stack solved Foxtel's goal of transforming the CX of technical home visits. Technicians now have access to their base data in a real-time scorecard. The data shows where they have fallen below their targets and technicians are empowered to make immediate corrections to hit the mark.

As an added bonus, Foxtel can now see how technicians are performing, and use this data to coach and mentor technicians. The scorecard also shows which technicians are delivering excellent customer experiences (through timeliness, friendliness, cleanliness), so the business can reward those high-performers.

## The Result? An Uplift in Customer Ratings Across The Board

With the focus on specific technician attribute data and addressing customer concerns via verbatim, Foxtel's Home Services Department enjoyed an uplift in customer ratings across the board.

Since rolling out these initiatives, the customer feedback has become much more positive. Customers are giving a consistent technician rating of 94-95% (out of 100%) over the last financial year, including a high number of positive reviews regarding COVID safety practices and overall satisfaction.

### EVERY SINGLE METRIC REPORTED IN THE BALANCED SCORECARD SAW AN IMPROVEMENT IN PERFORMANCE:

- **IP connectivity saw a 200% improvement**—this allows all customers to enjoy the full Foxtel experience including downloading or streaming programs.
- **Interactions per order improved by 24 percentage points**—this is the number of times customers need to interact with the Command Centre which drives cost and customer wait time, rather than self helping using their installation application.
- **Delivery window adherence saw a 27 percentage point improvement**—this measure reports on how often technicians arrived within the agreed window with the customer
- **Technician revisits within thirty days saw dramatic 4 percentage point improvement**—this metric monitors how often the job requires another visit.

Now, technicians no longer act as a rate-card transaction; instead, these contractors have become customer-centric as a result of a series of new technology-led initiatives. What used to be a transactional, unfriendly experience has turned into a pleasant one, with customers reporting dramatic improvements across the board.

**If you'd like to discuss your unique requirements and our experience in your industry, we'd be delighted to assist.**

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