



Conversations with Listener Care: Automating for the Customer Life Cycle and Ensuring Continuity of Support

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XM Radio
Director of Operations



Business Need

Support the dealer/retailer channel

Access to marketing demo

Support the customer/listener

Create rewarding, high-completion
self-care processes

“One and done” account creation

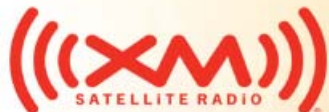
Manage both peaks and steady-
state customer contact intensity

XM Radio

6.9 M listeners
(expect 2 M more
by end of year)

**~100% annual
revenue growth**

**Channel costs
lowest in its
category**



Communications Objectives

Superior customer care

- Self-care Implementation for customer transactions

- Automated with conversation, segmentation and personalization

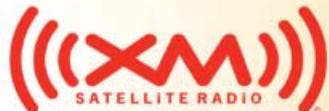
- Differentiating XM Radio from competitors

... Within a robust enterprise environment

- Handling steep peaks of customer inquiry with live-agent backup

- Business continuity, disaster preparedness

- Expertise to ensure planning and handling of operations



Constituents and Partners

Project Manager : Tanya Anne Callaway

XM Radio Internal Constituents

Marketing

Finance

Billing

Listener Care

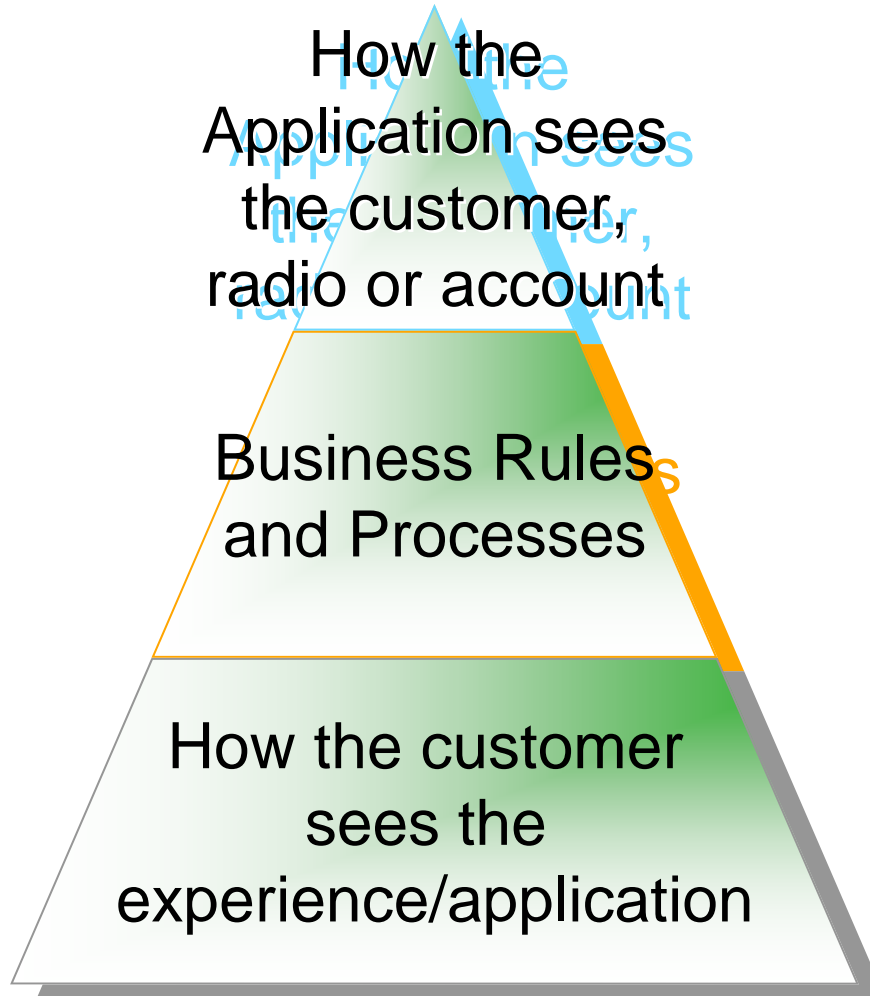
XM IT

Automated care partners : Avaya, Qwest w/Nuance, Lucent and Genesys, Accenture, Deloitte & Empirix

Business continuity partner: Avaya



Treatment Logic



Requirements for Customer Experiences

Fast, Quick Information

Good Voice Recognition and Accuracy

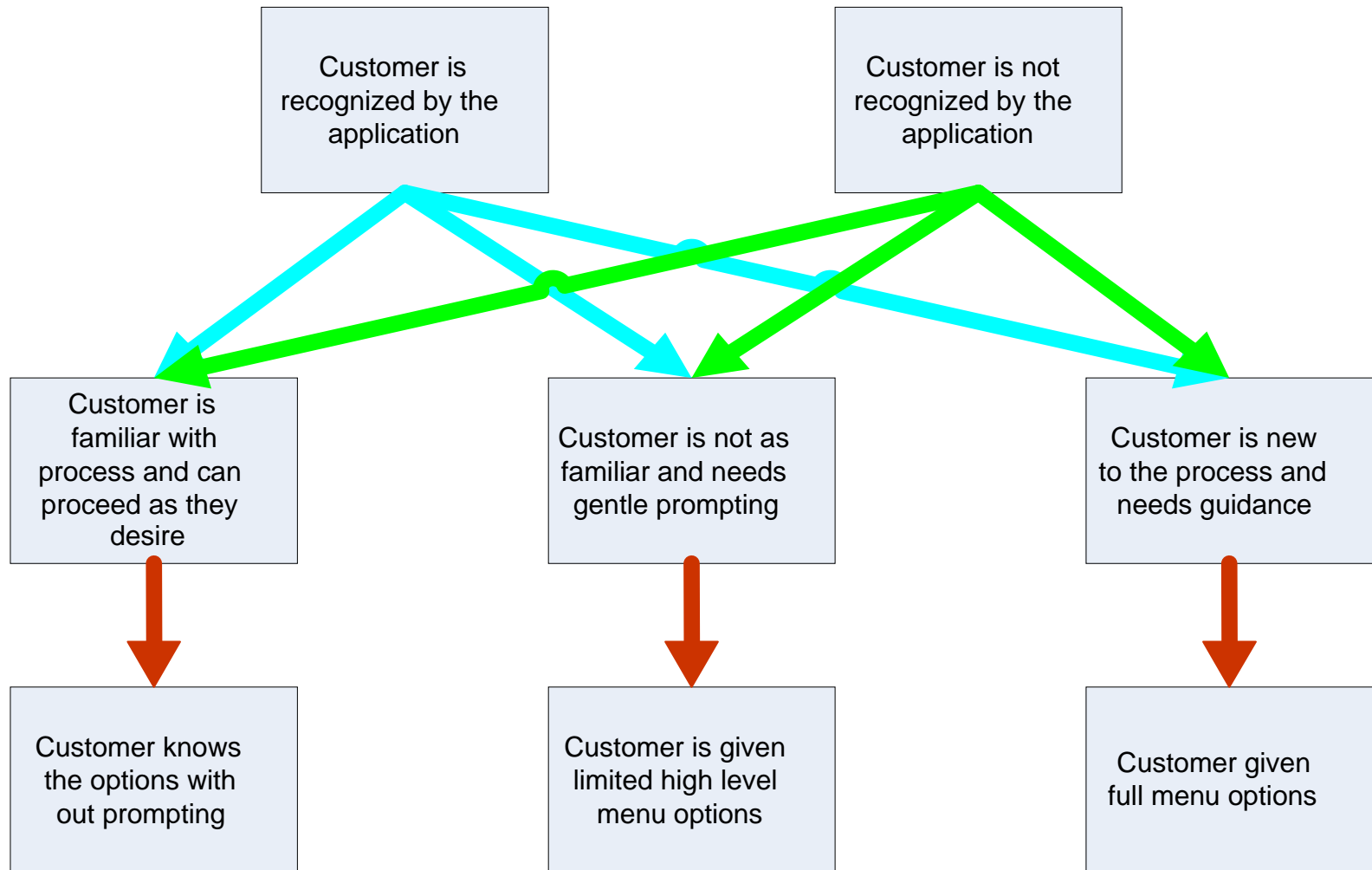
Ease of Use

Audible and Clear

Personality: Users felt as if they were speaking to a LCR



Treatment in Action



Self-care Scenarios

New Customer Brand New to XM

I want to activate my radio

Learn about XM's products and services

Existing or Trial Customer

I want to check my bill

Adding a radio

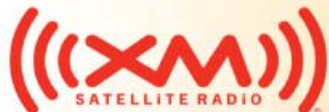
Swapping a package

Converting a trial subscription

Channels and Programming information

Dealer/Retailer

I want to activate a customer radio



Quality of Experience: Proactive Monitoring of Listener Experience

Real Time Call behavior with self service performance or call delivery

Automated "Secret Shopper" to measure 10 different caller experiences every 15 minutes.

Caller Impacts

KPI impacts

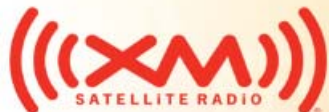
SMS issues

Accelerate Root Cause Analysis

Agent Impacts

SLA Adherence

Voice quality issues



Successes

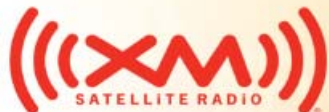
All the dealer/retailers successfully completed activating a demo radio.

3/4 consumer/dealer/retailers listened to the activation instructions.

All the consumers who were given self care tasks successfully completed them

New Consumers easily maneuvered through the New Account Creation.

Existing customers were comfortable & enjoy caring for themselves to lifecycle events.



A Strong, Continuous Support Environment

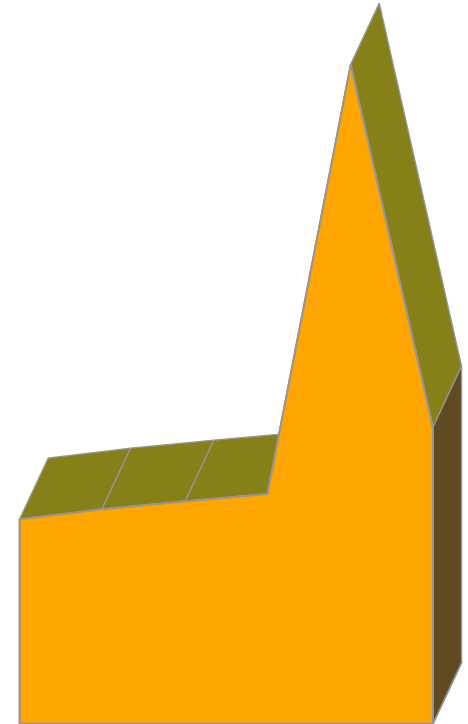
On-demand backup for seasonal peak

Savings. Averting the cost of overbuilding

Total integration at the customer-care
application level

Seamless failover for disaster and outage
protection

Managed services for highest performance and
predictable capital requirements



Summary: Communications Value Delivered

Customer satisfaction with customer self-care

High rates of customer enrollment

Dealers eager to participate

Channel and customer-acquisition costs managed closely

Assured continuity and operational integrity

