

Sterling Commerce and Acumen Solutions provide RCN with Web self-service channel



RCN Corporation

Location

Herndon, Virginia

Industry

Telecommunications and Cable TV

Business challenge

Find innovative ways to automate manual processes and optimize business process integration

Solution

Sterling Multi-Channel Selling™

Benefits

- Provides a customer self-service Web channel that builds brand image and increases revenue
- Achieves a faster time-to-market by delivering promotional tools, and building and tearing down bundles in response to competition
- Ensures high customer satisfaction while keeping customer acquisition costs low
- Reduces the cost of sale and improves CSR productivity
- Supports market-specific pricing and promotions to drive increased revenue
- Seamlessly integrates to back-end systems and supports complex order configurations

Customer background

RCN Corporation is a competitive broadband services provider delivering all-digital and high definition video, high-speed Internet and premium voice services to residential and small to medium business customers in Washington, D.C., Philadelphia, Lehigh Valley (PA), New York City, Boston, and Chicago.

Business challenge

RCN Corporation's legacy e-commerce system could not support their customer-centric e-commerce needs. RCN needed a state-of-the-art e-commerce system for their growing number of video, voice, and broadband data offerings. They also needed to expand their customer and geographic footprint, and integrate with the Convergys back-office customer management and billing infrastructure.

Solution

RCN partnered with Acumen Solutions and Sterling Commerce to design and deploy the company's new e-commerce solution. Acumen Solutions led the in-depth analysis and evaluation of e-commerce vendors and their solutions, and assisted RCN with the definition of business and technical requirements. Sterling Multi-Channel Selling was chosen to power RCN's new e-commerce solution. Acumen Solutions and Sterling Commerce worked in tandem to build out the back-end of an e-commerce solution that would minimize or actually obviate the impact on the existing back-office infrastructure while enabling RCN to offer a full menu of e-commerce features, services and options.

The Sterling Commerce solution provides a Web channel for RCN customers to search and discover offers, check

“With Sterling Multi-Channel Selling, prospects can come to RCN.com and through the online shopping cart buy cable, phone and Internet services. The solution allows us to offer a variety of new services to our customers as well as the appropriate add-ons and customizations that you would expect for those services.”

Director of Web Strategy,
RCN

availability, configure the order, obtain real-time quotes, modify the order, and complete the order including selecting and validating preferred payment methods. The guided selling capabilities of the Sterling Commerce solution “walk” the customer through all required steps to ensure all product, service, feature compatibility and exclusivity rules are enforced, thus preventing any order fulfillment or billing errors.

Key benefits

Achieves faster time-to-market

RCN’s implementation of Sterling Multi-Channel Selling enables quick and accurate changes to promotions and pricing, build- and tear-down of bundles, and response to competitive features and services. The easy-to-use administration of offers provides RCN with a time-to-market advantage and decreases operational costs through reduced offer implementation effort and cycles.

Reduces cost of sale while improving customer satisfaction

Through this e-commerce project, RCN reduces the cost of the sale by moving

more sales and order activity to the e-commerce channel from the more expensive call center channel. Sterling Multi-Channel Selling enables RCN to keep their customer acquisition costs low while delivering a compelling and differentiated online buying experience.

Seamless integration with back-office systems

Sterling Multi-Channel Selling’s open architecture let RCN seamlessly integrate its new e-commerce environment with their existing customer management and billing systems. As a result, customers are able to make accurate purchase decisions. Completed orders are directly exchanged with RCN’s back-office to drive real-time provisioning and fulfillment.

Fast implementation drives quicker ROI

Within four months, RCN hit the market running with a differentiated e-commerce offering. RCN also realized a significant increase in sales through their e-commerce channel in the months following implementation.

About Acumen Solutions

Acumen Solutions, Inc., established in 1999, is a proven business and technology consulting firm with offices across the U.S. and in Europe. Our unwavering commitment to unmatched quality and service is supported by our track record with FORTUNE® 500 companies, government agencies and other emergent industry leaders in: Cable, Communications and Media; Financial Services; Public Sector and Consumer and Commercial Products. Our experience and approach allows us to deliver truly superior solutions in these key areas: Data Center Solutions, Performance Management, Sales and Service, Systems Integration. Learn more about us by visiting us at:

www.acumensolutions.com.

About Sterling Commerce

Sterling Commerce, an AT&T Inc. (NYSE:T) company, helps companies optimize and transform their Business Collaboration Network quickly, easily and securely so they can accelerate revenues, reduce costs and protect their enterprise. Sterling Commerce provides more than 30,000 customers worldwide with applications and integration solutions to connect, communicate and collaborate with their customers, partners and suppliers.

Learn more at www.sterlingcommerce.com.



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SC0715 07/09