



### THE CHALLENGE



Istonish verifies Comcast customer choices of local, long distance, and/or intralata service, and PIC/LPIC freeze and/or freeze removals for all customer service, sales channels, and outbound telemarketing vendors. Calls come from inbound, outbound, direct sales, and client service channels.

### THE SOLUTION

The Project Timeline for the implementation of the Comcast Program was approximately 30 days:

- 2 days: Detailed Requirements Gathering
- 5 days: Prototype Developed
- 1 day: Prototype Review/Acceptance
- 15 days: Website Development
- 3 days: Website Testing

### THE BENEFITS

Istonish successfully:

- Manages and operates a facility physically separate from Comcast telemarketing, customer service, and field representatives to obtain oral authorizations from customers to submit PIC/LPIC change orders, or LEC freeze orders that confirm and include appropriate verification data
- Tracks all orders and communicates TPV results to Comcast via daily file transmissions

- Provides a fully automated IVR/VRU interaction with live operator backup for Comcast's customer opt-out or pre-defined business rules that direct customers to live agents
- Uses real-time TPV transaction interaction between Comcast's sales/order system and Istonish's TPV system
- Provides remote telephone dial-up access for Comcast to monitor live agent interactions
- Provides a remote telephone dial-in system for Comcast to retrieve voice recordings and/or ".VOX" files online for six months in real-time within 10 minutes or less
- Provides full language capabilities in English and Spanish
- Hires, trains, and compensates personnel to accomplish timely and accurate processing of all TPV records, and to file transmissions
- Performs the services in accordance with the third-party verification procedures required by federal, state, and local laws, and Comcast policies
- Provides a weekly "Quality Assurance Audit Report" to Comcast
- Average volume of sales verifications processed monthly: 150,000.

