

CASE STUDY:

DirecTV

DirecTV reduced costs and increased customer and technician satisfaction by mobilizing new activations

The Challenge

DirecTV has a global network of thousands of technicians who are responsible for installing and activating devices for new customers. To activate the system, they were forced to call into a call center, read off a lengthy bar code and have the attendant launch the custom application and type in the code to activate the new customer. This was incredibly costly, error-prone, and sub-optimal for both the technician as well as the customer. On top of that, it was costing the business money.

Why Capriza?

DirecTV had invested in a home-grown partner application and now need a mobile solution. After spending nearly \$1M and 18 months trying to develop a single functioning mobile app on their own, they sought out an alternative platform that would enable the rapid and cost-effective creation and deployment of mobile apps that utilized the native capabilities (camera to complete a barcode scan) of employee devices.

The Results

- DirecTV had already identified the use case of activating new customer devices and had not achieved success on their own
- After only 3 weeks, DirecTV was able to create 2 functional Zapps using Capriza for both customer activations as well as change requests for their Clarity application
- Within the first month, over 30% of new activations were being completed via the Capriza Zapp eliminating many costly calls and customer frustration.



Company: DirecTV

Objective:

Eliminate costly call center and enable technicians to activate new customer devices on site

Capriza Benefits:

Time to ROI

With Capriza, after 1 month over 30% of all new activations were completed via a Capriza Zapp

Cost Savings

Instead of paying to support a call center, DirecTV reduced costs and increased efficiency.

One Platform

Capriza not only extended the Dealer Portal to mobile devices, but also was used for Clarity

Simplify Workflows

Capriza simplified the process of customer activation and change request approvals