



DIRECTV, Inc.  
El Segundo, CA  
www.directv.com

### Industry:

Communications

### Annual Revenue:

US\$17 billion

### Employees:

15,000

### Oracle Products & Services:

Oracle CRM On Demand  
Oracle Contact On Demand

### Implementor:

Oracle Consulting

**“Oracle CRM On Demand has improved our sales processes, as we continue to improve and accelerate our service to dealers. This allows our dealers to spend less time working with us and more time with their customers, selling—a huge competitive advantage.”** – Erik Walters, Project Manager, Sales Operations, DIRECTV, Inc.

## DIRECTV, Inc. Continues to Drive Improvements in Customer Service and Sales Processes

DIRECTV, Inc. delivers satellite-based television services to more than 18 million customers in the United States. The nation’s number one satellite TV service, DIRECTV was rated higher in customer satisfaction than cable for eight years running, according to a study of the largest national cable and satellite providers (based on data from the 2001 to 2008 American customer satisfaction index).

### Challenges

- Reduce reliance on a paper-based process for tracking sales and pipelines, which resulted in agents having outdated information
- Streamline contact center operations to eliminate duplicate calls to multiple locations and to accelerate service
- Empower a geographically-dispersed sales force with tools to manage consumer sales and a retail network of more than 5,000 dealers

### Solution

- Implemented Oracle CRM On Demand to provide a centralized repository for more than 600 sales and support representatives and, by integrating with a mobile system from Antenna Software, empower agents with real-time, mobile information
- Improved sales productivity, enabling the sales force to reduce time spent preparing for sales calls by several hours per week and giving them more time to spend with their customers
- Worked with Oracle Consulting to add Oracle Contact On Demand for agents in the satellite TV service’s Denver call center that work with dealers, providing them with a phone tree and intelligent routing to answer dealers questions more efficiently
- Allowed the creation of centers of excellence—agents that have specific skills or knowledge—which accelerates call resolution
- Improved agent satisfaction by providing visibility into pending issues, reducing confusion and stress
- Allowed call center managers to identify trends based on call volume on specific topics and correct the problem within hours