

1. How did your team shift your existing strategy by using Khoros technology to better engage customers during a crisis?

During the past three years, as the world grappled with the COVID-19 pandemic, Mediacom faced many crises of its own, notably wildfires in California that destroyed our infrastructure, hurricanes that devastated whole cities in FL, and tornadoes that impacted communities in IA. But thankfully, with the aid of Khoros, we could target and communicate crucial life-saving information to these affected communities. We provided information that was not only applicable to our service but included local food distribution centers, important shelter news, and rescue efforts. Using customer conversation data, we customized Khoros's functionality to locate the affected crisis areas. It allowed us to coordinate internally with other customer service channels, such as Call Centers, Management, NOC, and Digital Teams, to provide our customers with real-time information. This tool saved lives and allowed us to mobilize resources to resolve the most impacted areas first!

Khoros social has made our life easier and more organized; Before this software, Mediacom digital agents were directly conversing with customers over Social Media platforms like (FB, Twitter, Instagram, etc.) and plastering information to everyone even if it was irrelevant to them during a crisis. It led to confusion, poor organization, and the usage of multiple documents to store data and follow-up.



The La's-t of Us
@jordasch



@MediacomCable just wanted to say thank you for getting our internet back up so quickly after the storm! Much appreciated

9:07 AM · Jun 14, 2022



Big Takes
@Maiers_Luke



I've had my issues with @MediacomSupport in the past, but I'll give them a positive shoutout here.

They really helped a lot over the last handful of days, and their support through Twitter direct messages has been great.

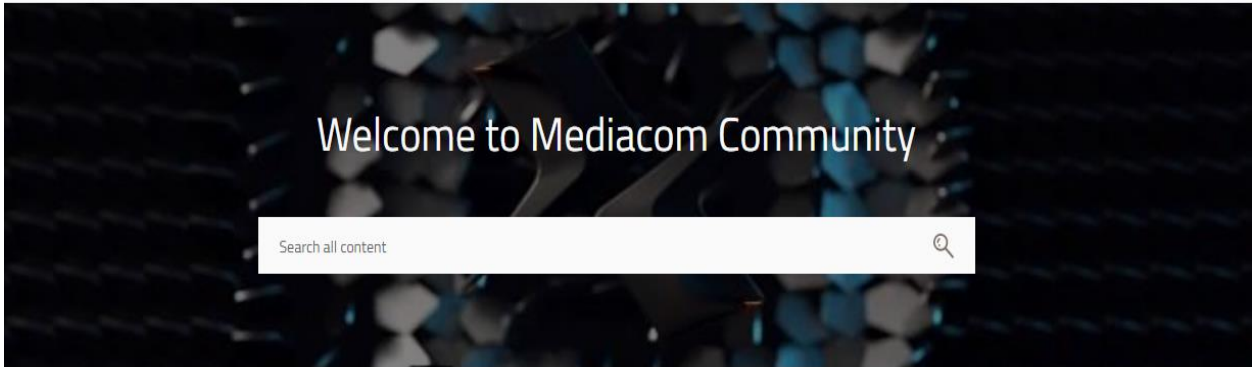
- IA Derecho Storm:- <https://www.desmoinesregister.com/story/news/2020/08/14/iowa-derecho-updates-governor-kim-reynolds-power-outages-storm-debris-cleanup-aftermath/3373445001/>

- Hurricane Sally:- <https://myNBC15.com/news/local/internet-outages-persist-in-baldwin-county-after-hurricane-sally>
- Tornado in TN:- https://qctimes.com/news/local/live-updates-tornado-watch-issued-brief-tornado-near-colona-rock-island-starts-storm-cleanup-power/article_ffa7c037-375f-5dfd-ab2c-ab2312b0dedd.html
- Electrical Outage:- <https://www.datacenterdynamics.com/en/news/mediacom-outages-caused-by-rare-type-of-electrical-issue-at-a-data-center-in-atlanta-georgia/>

2. What operational processes did you create or change to respond during a crisis? How were you able to be innovative using Khoros?

Mediacom recognized the importance of listening to our customers early on and adapted our operational procedures accordingly. We have successfully been able to capitalize on the numerous functionalities within Khoros (utilizing **Tags**, **Smart views**, **Welcome responses**, and multiple **Work queues**) to maintain operational efficiency during crises. We also listened to our customers and recently deployed the Mediacom Community (powered by Khoros) to expand our self-service options beyond Social. The site encourages collaboration between users and sharing of information about the telecommunication industry along with any issues one might have. We announced the launch of this new support community site through our social media channels, making it easily accessible to our user base.

- Mediacom Communities



Forum Posts

Sorted by: Most recent ▾

START A CONVERSATION



by **Francesco711** Community Manager

 748  0  0

Labels

[Community \(2\)](#)

[Guidelines \(1\)](#)

Welcome to the new Mediacom Community!

- Khoros Functionalities

▼ RULES AND ROUTING

Tags

Work Queues

Priority

Smart Views

NPS/CSAT

Welcome Response

- A public post from Mediacom is made once the problem is identified and impact verified. The "Outage post" will allow affected customers to reply with their complaints, preventing them from being assigned to the general Care Queue. Allowing for dedicated attention to the outage affecting customers and separate for general queries.



Important Mediacom Service Update

In the coming days, crews will be diligently working to rebuild the impaired networks and ensure that permanent repairs are made to restore full functionality. Though we strive to minimize any inconvenience, it is possible that some customers may experience brief periods of service interruption during this time.

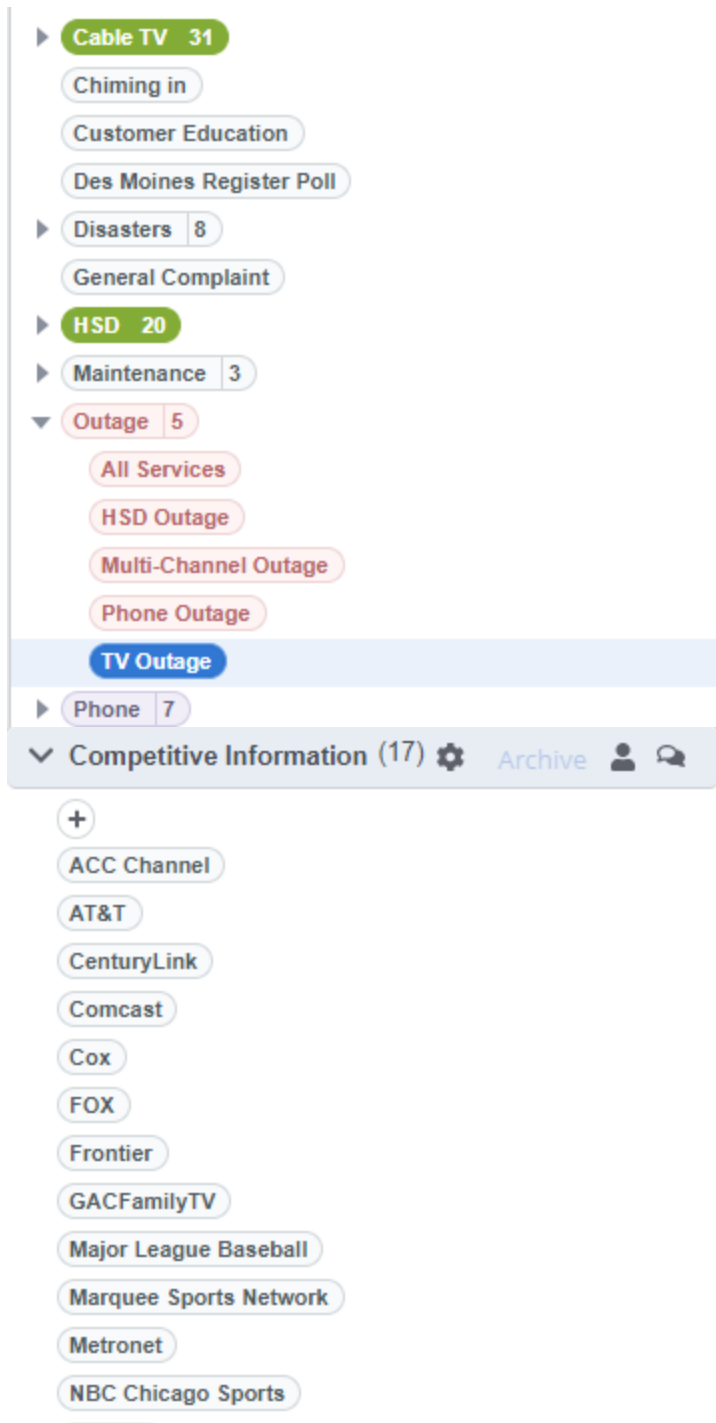
We value your patience and understanding as we work to bring everything back to normal and apologize for any inconvenience this may cause.



Important Mediacom Service Update

We have restored service to over 99% of the customers originally impacted by this storm. We have additional crews in place working 7 days a week to continue to reconstruct fiber optic segments of the network that sustained heavy damage. We have also brought in additional personnel that continue to repair cable lines serving individual locations. Customers who have a low or down individual line to their home should continue to contact us to report the damaged line. If you have already reported a down or low drop, it should be fixed within the next two weeks.

- "Tags" are applied automatically when a conversation contains a specific word or phrase, such as "TV Outage," "Internet outage," or "Phone Outage," and are used to sort conversations into work queues and trigger Welcome Responses.



- "Work Qs" are built to filter outages and general questions to agents that need priority attention.

Manage Work Queues

Add Work Queues to create tag based routing of conversations to these Queues. Work Queue rules will be processed in the order they are arranged on this screen, from top to bottom. Drag and drop Work Queues to set their order.

Active Archived

- > Discard Work Queue last edit
- > Outage Queue
- > Care Queue
- > Communities
- > Default Work Queue

- "Welcome Response" is used for personal messaging (PM & DM), and its target audience are Outage inquiries. The purpose is to minimize our response times (TAR) and send a pre-fabricated message containing info about the outage, credits, and ETR the moment the customer sends us a DM or PM.

Welcome Response + New Welcome Response

Order	Name	Message	Active
1	Outage Information	Thank you for contacting Mediacom Support. Outage information is availa...	<input checked="" type="checkbox"/>
2	FB Overnite Response	Thank you for contacting Mediacom Support. Our hours of operation are ...	<input checked="" type="checkbox"/>
3	Twitter Overnite Response	Thank you for contacting Mediacom Support. Our hours of operation are ...	<input checked="" type="checkbox"/>
4	Foreign Language	Thank you for contacting us. Mediacom is an internet service provider in t...	<input checked="" type="checkbox"/>
5	Communities Website Announcement	We would like to take this opportunity to announce our new Communities ...	<input type="checkbox"/>
6	Trigger Test	This is a test message.	<input type="checkbox"/>
7	Capital Region Outage	****Input Message Here****	<input type="checkbox"/>
8	Coastal Region Outage	****Input Message Here****	<input type="checkbox"/>
9	Lake Region Outage	****Input Message Here****	<input type="checkbox"/>

- "Smart Views" are used to create analytical data, trigger welcome responses, and route conversations to the right queues

Create Smart Views to fine-tune which conversations display in an agent's Available Queue and which posts and conversations are included in Analytics Graphs.

Smart Views filter data based on a specific set of conversation and author tags and applicable work queues, priority, and business hours. Click Add Users to enable this Smart View for specific agents or teams. Be sure to add a useful description so agents know what they're viewing.

[Expand All](#) | [Collapse All](#)

> 1 Gig	last edited by Sean Roark, Oct 27, 2022 at 12:58 PM	
> Alabama 6100	last edited by Sean Roark, Apr 12, 2022 at 11:39 AM	
> Albany, GA 6800	last edited by Sean Roark, Apr 12, 2022 at 11:48 AM	
> Alert Capitol Region	last edited by Sean Roark, May 4, 2023 at 12:08 PM	
> Alert Coastal Region	last edited by Sean Roark, May 4, 2023 at 12:09 PM	
> Alert Lakes Region	last edited by Sean Roark, May 4, 2023 at 12:10 PM	
> Alert Lincoln Region	last edited by Sean Roark, May 4, 2023 at 12:11 PM	
> All Queues	last edited by Sean Roark, Aug 10, 2022 at 8:48 AM	
> All Visible Queues	last edited by Sean Roark, Jul 12, 2022 at 12:47 PM	
> Ames, IA 9700	last edited by Sean Roark, Apr 12, 2022 at 12:06 PM	
> Apache Junction, AZ 2100	last edited by Sean Roark, Apr 12, 2022 at 11:35 AM	
> Brand Conversations	last edited by Sean Roark, Oct 26, 2022 at 12:01 PM	

3. What success metrics did you use to determine if your shifts in strategy and process had the desired outcomes? What were those quantifiable outcomes? Please be as specific as possible.

Mediacom's measurement of success is predicated on delivering remarkable experiences to our customers and providing them with various communication options outside of phones. Therefore, we focus on several tangible metrics within the self-serve and social media universe:

- Number of Customer Posts
- Response Time (TAR)
- Tags
- Number of automated responses
- Number of customers who ask for help outside of the outage

These metrics allow us to gauge customer satisfaction with our response and resolution time.

In addition to these quantitative metrics, it's essential to consider qualitative stories shared by our community when measuring strategic success. Mediacom's community site has grown in the hundreds since its inception a few months ago, with plenty of positive and constructive user feedback. In summary, our lives on the digital landscape have dramatically changed for the better thanks to Khoros, and we are never returning to the old ways. Thank you, Khoros!