



## CASE STUDY: DISH Network

How replacing Noble with Acqueon doubled campaign execution and supercharged Customer Satisfaction

### Customer Background

Founded in 1995, DISH Network is a television provider & owner of the direct-broadcast satellite provider Dish. DISH Network's journey began with a **BOLD** idea: bring TV to rural America, connecting millions of Americans to the beloved programs traditional cable companies wouldn't. Today, DISH provides services to roughly 19 million customers nationwide.

### Challenges Driving Change

While DISH was known for offering the highest quality service and value, the company was struggling with inaccurate, incomplete customer records resulting in poor-performing customer engagement campaigns. A major source of difficulty stemmed from how DISH had to load customer records into its existing outbound campaign management platform.

- 1. Outdated Outbound Campaign Platform:**  
DISH's existing campaign management tools ran slowly, required middleware perpetually in need of support, and didn't allow adjustments to in-progress campaigns.
- 2. Lacking True Omnichannel Capabilities**  
The existing system wasn't fully integrated into DISH's outbound voice campaigns, making only email and digital campaigns feasible.
- 3. Imminent & Resource-Intensive Upgrade**  
To complicate things further, DISH's current solution needed a significant update requiring building a new environment, reinstalling the existing solution & heavy investment of time & budget.

## DISH Account Highlights

INDUSTRY:  
TELECOMMUNICATIONS

250+  
OUTBOUND/PROACTIVE  
OUTREACH AGENTS

200 AGENT-LESS  
LICENSES

REPLACED OUTDATED  
NOBLE SYSTEMS W/  
ACQUEON'S  
CAMPAIGN MANAGER

ACQUEON CUSTOMER  
SINCE 2018

## The Solution

DISH needed a campaign management technology upgrade but didn't want to replace their Contact Center solution (or waste the technology investment they'd already made). They needed a solution that could deploy quickly without redeveloping a new environment; they also didn't want to reinstall the existing solution (which had its own set of issues).

DISH quickly discovered Acqueon was the only solution on the market that didn't require moving to a brand new Contact Center—and that Acqueon's Campaign Manager, Acqueon Engagement, could be set up, implemented & operating smoothly, FAST.

Acqueon helped DISH launch their customer engagement & outbound campaign revitalization strategy in under 6 months, integrating Acqueon into their existing Cisco Contact Center solution.

## Top Reasons DISH Chose Acqueon's Outbound Campaign Manager:

- ✓ **100% Platform-Agnostic:** Just layer Acqueon in any leading Contact Center or CRM
- ✓ **Flexibility & Customization:** Huge increase vs. former campaign management solution
- ✓ **Complete Omnichannel Engagement:** Acqueon's Campaign Manager fully integrated with DISH's outbound autodialer
- ✓ **Robust API:** Reliable way to import complete, accurate customer data required for effective outbound campaigns
- ✓ **Mobile App Integration & Advanced Features:** Integrated with DISH's mobile app & systems, giving customers ability to schedule appointments via the app or their remote control!

## The Results

(FINALLY, THE GOOD STUFF!)

With a comprehensive, feature-rich omnichannel campaign management system in place, DISH Network saw immediate benefits, including:

- Advanced campaign functionality
- Reduced administrative workloads & admin time needed to load & scrub lists for outbound dialing
- Increased automation capabilities
- Improved self-service capabilities & corresponding efficiencies

^ 25% TEI (TOTAL EFFICIENCY IMPROVEMENT)

^ 30% CONNECT RATE

^ 28% CUSTOMER SATISFACTION

^ 32% APPOINTMENT ADHERENCE

^ 2x+ # OF CAMPAIGNS EXECUTED

## About Acqueon

Acqueon's Conversational Engagement Platform enables proactive revenue generation and service for customer-obsessed companies by orchestrating omnichannel campaigns across voice, messaging & email channels. The platform, Acqueon Engagement Cloud, offers an advanced Campaign Manager powered by built-in Conversational Intelligence capabilities and a rich Customer Engagement Data Platform.

Using statistical and predictive models, as well as intelligent workflows, Acqueon helps enterprises maximize the potential of every customer conversation. Acqueon is trusted by 200+ customers and 110,000+ agents, across industries, to increase sales, drive proactive service, improve collections, and establish customer loyalty.

**Turn Your Contact Center Into a Customer Engagement Hub.  
Contact Acqueon today.**