

“The VNC screen-sharing SDK helps reduce support costs for our set-top boxes while improving customer satisfaction; a clear win-win for ACMEmedia.”



Improve customer satisfaction

The SDK allows support teams to view subscriber-side problems for themselves, enabling faster problem resolution.



Reduce cost

More customer issues are resolved on first contact, reducing the need for repeat calls and expensive onsite truck-rolls.



Create new revenue

Sales teams can conduct remote demonstrations, leading to an overall increase in sales.



ACMEmedia is a multi-billion dollar telecommunications company in North America. To improve customer satisfaction, they integrated the VNC SDK into their latest line of set-top boxes. With integrated screen-sharing technology, support teams can resolve customer issues in real-time, increasing the company's Net Promoter Score by 16%. Customer-side site visits are down by 23%, significantly reducing travel costs. Additionally, sales of certain services have increased by around 7%; sales teams now perform demonstrations of premium features and content during sales phone calls, raising consumer awareness and generating additional revenue.

Region

The Americas

Industry

Telecommunications

“The support and example code we were given allowed our product development team to easily integrate the VNC SDK into our set-top boxes. We’ve rolled it out to millions of units.”

Customer name
ACMEmedia

Customers since
2015

Software product
VNC SDK

Desktops licensed
10 million +

Challenge

ACMEmedia wanted to improve levels of customer satisfaction, which had fallen below its high standards. Too often, customers needing technical support had to waste time explaining their problem – then wait for a technician to visit them at home – before it could be reliably resolved. If the technician could not diagnose and repair the issue there and then, they would need to make a repeat visit, lowering customer satisfaction further and increasing travel costs and risk.

Solution

After a highly successful pilot, the VNC SDK was integrated into 10 million set-top boxes. As the SDK uses a standard C API, integration into the existing software environment was seamless. Viewer software (used to control set-top boxes remotely) is supported by all modern web browsers, and has been tightly integrated into the existing dashboard used by company support teams. Connections are brokered via the Cloud, meaning customers can seamlessly receive support no matter where they are in the world. With permission-based, 128-bit end-to-end encryption, all sessions are fully secure.

Future

With the current deployment of 10 million units proving so successful, ACMEmedia will integrate the VNC SDK into all future set-top box product lines. The VNC SDK will additionally be integrated into 3 million new STB products and home security products, to maintain the high level of customer satisfaction they now receive, and to further increase support cost efficiencies across multiple product lines.

Engineering benefits

- Fast development cycles with sample source code and engineering support
- Easy integration of C API into existing applications
- Flexible architecture - choose direct connections or cloud-brokered connections
- Highly secure connections with 128 bit AES encryption



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