



Comcast Cuts Customer Service Call Time With Crestron DigitalMedia™ and DVPHD Digital Video Processor

Background

Comcast Corporation is one of the nation's leading providers of entertainment, information and communications products and services. Located in Denver, the 2000 square foot Comcast Command Center seats approximately 30 people at command desks and cubicles for call center staff.

The facility houses support staff and support management for call centers across the nation. Staff members have the ability to view weather maps, call volumes and other important data.

The Challenge

Comcast wanted the ability to view call center data and collaborate as a group, instead of gathering around one computer or receiving information at individual work stations. The old system required staff to receive calls, and then instant

message (IM) or call each other to discuss important issues, sometimes delaying the calls. Comcast wanted to create a solution for their business that allowed staff to view heavy volumes of data collectively, resulting in quicker calls and satisfied customers.

Originally Comcast planned to purchase four flat-panel displays at a local big box retailer and plug each computer into it to accomplish an open floor format. Crestron met with Comcast to review the site and their goals, and then invited Comcast to visit Crestron's NJ Headquarters to discuss the project.

Denver-based, Logic Integration Inc. designed a system to accomplish Comcast's goals while also future proofing should the client wish to expand to a larger system later.

Logic Integration Designers, Shawn Hansson, Isaac Moyle, and Bob Drake worked closely with Crestron to streamline and simplify the technology at Comcast.

The Solution

“We have been using Crestron DigitalMedia™ frequently and it is the best solution to distribute HDMI/DVI signals with fast switching,” said Shawn Hansson, CEO and Founder, Logic Integration Inc.

A DVPHD was also installed to create a video wall, where Comcast employees could view multiple windows simultaneously.

“We gave them a graphical representation of the exact video wall on the touch screen, allowing them to mimic each display on the wall and choose a source, just like a map,” said Chris Jensen, Control Authority Crestron Authorized Independent Programmer (CAIP).

“The Crestron system does a good job of centralizing functional control and display of multiple computer and cable box inputs for command and control. We have 14 inputs which would be very complex to manage without the Crestron,” said Bryan Kelly, Director of National Customer Operations, Comcast.

Systems at a Glance

A Crestron PRO2 control system enables simple touch screen control of numerous AV devices including video projectors, plasma displays, switchers, DVD players, screens and lifts.

Crestron DigitalMedia was installed as the single-platform solution to manage, control and distribute multimedia technology in the command center. DigitalMedia is the only single wire solution that seamlessly handles true high definition signal routing, switching and long distance distribution of all analog and uncompressed HD digital signals, and manages embedded data such as HDCP, EDID and CEC.

Crestron DVPHD, a multi-window digital video processor, with native touch screen control and annotation, supports HD video and computer signals from multiple sources, was also installed. DVPHD can handle DVI, HDMI™, Display Port (Multimode), HD-SDI and analog signals. DVPHD provides Comcast with a fully-customizable HD graphical environment, and enables real-time annotation and touch screen control.

Crestron TPMC-V15 delivers a powerful touch screen control solution featuring a 15" widescreen WXGA touch display with 24 bit color graphics and video, advanced device control apps and objects, streaming multimedia, web browsing and IP intercom.

Crestron was able to make multiple views of data manageable, easy to evaluate, control and communicate for the Comcast team. The intuitive touch screen makes the Crestron solution easy for anyone to use.

“The system is very easy to use. We love the large touch screen to control all the video and audio sources. The ability to choose any source and routed to any screen is incredible,” said Kelly.

“ With Crestron DigitalMedia and DVPHD, Comcast is also seeing outages addressed faster, better communication and happier customers.”

Shawn Hansson, CEO and Founder, Logic Integration Inc

Benefits

The new command center display system allows Comcast employees to view data, communicate clearly and make wise decisions.

“The Crestron system allows us to efficiently address call center issues in a shorter amount of time,” added Kelly.

The Crestron solution helps Comcast reduce staffing and reallocate resources to higher level responsibilities. When Comcast is ready to expand, the control system is ready for placement in other rooms and other sources.

Comcast Denver has become the new standard for efficient customer service using Crestron technology. The company's Philadelphia office is the second location to utilize Crestron, and Comcast is exploring rolling out the service in other locations.