

# AireBeam + Zingtree

## Adding Superior Infrastructure to Support Consistency and Quality

AireBeam provides high-speed Broadband and VoiP services to customers in Arizona and Colorado. Like most telecommunications infrastructure businesses, maintaining superlative customer service is mission-critical, complex and often costly.

### AireBeam's Problem:

Initially, AireBeam tried working with traditional, outsourced tech support companies BPOs (Business Process Outsourcing organizations) that didn't use tools to provide infrastructure to support consistency and quality. But, the results were difficult to control, resulting in poor and unpredictable outcomes. This was frustrating for customers as well as the AireBeam team.



### Zingtree's Solution:

Zingtree's custom, interactive Agent Scripting Solution provided AireBeam with the means to field more customer questions more quickly, using less call center agents. Customer satisfaction also soared after AireBeam switched to Zingtree.

*"The Decision Tree system provided by Zingtree was just what the doctor ordered. Priced right, flexible, owner willing to make customizations to help us even more," says AireBeam owner Gregory A. Friedman. "I would recommend Zingtree without reservation."*

Zingtree is the most user-friendly and business-ready platform for creating and administering interactive decision trees to deliver answers faster - a toolkit to build time-saving question & answer style troubleshooters for almost any purpose.

Zingtree makes it easy to guide anyone through complicated processes. Quickly create a decision tree that your site visitors, leads, trainees and/or customers navigate by clicking buttons to answer questions. And get detailed analytics on how your trees are being used to guide product, service and process optimizations. There's no better way to help people get answers faster.