

Midcontinent Communications satisfied with CliIntel's business optimization results.

CliIntel's INSIGHT™ Methodology Offers Enhanced Customer Service and Improved Operational Efficiencies

Denver, CO –July 30, 2014—Midcontinent Communications, an award winning multiple system operator, engaged CliIntel's professional services team to analyze current business metrics and provide optimization opportunities that focused on enhancing the customer experience, exceeding customer expectations of service and providing ongoing metrics to ensure sustained gains.

CliIntel enabled Midcontinent Communications to recognize process optimization through CliIntel's INSIGHT™ methodology to ensure that ongoing customer relationships are reflective of their organizational excellence. Midcontinent Communications chose CliIntel for their ability to rapidly assess existing processes and organizational metrics, identify targeted solutions, and assist in system-wide implementations.

The engagement spanned customer care, dispatch, technical operations, and warehouse operations; creating a holistic view that leveraged existing technology while allowing Midcontinent Communications to amplify the customer experience. Partnering with CliIntel's transformational solutions elevated the customer experience while maximizing efficiency. "Great customer care depends on actionable information. Our experience with Tier 1 cable operators enables us to empower mid-size operators, such as Midcontinent Communications with a 100% customer focused initiative," commented CliIntel CEO, Richard Batenburg.

Partnering with CliIntel, Midcontinent Communications has reduced scheduling windows to an industry best, re-designed dispatch operations with heightened focus on customer-impacting metrics in a real-time environment, and demonstrated to the customer community an unrelenting commitment to delivering product and service excellence. "Although never satisfied, this partnership maintained consistent on-time arrival rates of 97.75% with over 93.8% of all jobs scheduled in 15 minute windows, providing more customer choice," commented Midcontinent Communications Vice President of Operations, Brad Schoenfelder.

About CliIntel

Since 1997, CliIntel (www.cliintel.com) has delivered professional service and software solutions helping companies realize organizational gains and data visibility in marketing, customer care, operations, supply chain and revenue management areas for the cable, telecommunications, retail, and utilities industries. CliIntel's proprietary re-engineering methodology, INSIGHT™ helps companies recognize and implement improvements that positively influence every aspect of their business. CliIntel's business intelligence solution allows businesses to drive strategic / operational / tactical initiatives while precisely measuring impact and demonstrating return-on-investment (ROI). The company is headquartered in Denver, CO and can be found at <http://www.cliintel.com>.

About Midcontinent Communications

Midcontinent Communications is the leading provider of Internet, cable and phone services, and cable advertising production, in the Upper Midwest, serving over 300,000 customers throughout 342 communities in North Dakota, South Dakota, Minnesota and Wisconsin. From the time we were founded in 1931, Midcontinent's commitment to making the region a great place to live and work is reflected in the mission, values, products and services we bring to every home and business we serve. For more information about Midcontinent, please visit the company's website at www.midcocomm.com.

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