Delivering Significant Cost Savings with Improved CX

CHALLENGES

A leading communications provider partnered with Alorica to launch an inbound customer service program for billing and general inquiries. As we prepared for implementation, the client's scope changed—just as New Hire Training was ending.

The program shifted from customer service to technical support and troubleshooting, with the goal of reducing costly service dispatches. A week into the launch, the scope expanded to include upselling of related products and services.

Getting our team up to speed was a necessity—but with a continually-shifting scope, advanced training was in order. And Alorica was up to the task, ready to meet all glide path goals with a comprehensive coaching plan and ample leadership resources.

SOLUTIONS

With significant changes in scope, additional investments in coaching and leadership support were in order. But solving for the client's service dispatch and upselling needs required a multipronged solution.

Specialty coaches—including Voice of the Customer and Sales After Service experts—were hired to help agents achieve speed-to-proficiency alongside business intelligence analysts and Ticket Quality managers to review call recordings to determine which calls resulted in unnecessary service dispatches. The Ticket Quality group conducted pre-dispatch auditing, outlier identification, and specialized coaching to ensure that all dispatches were qualified moving forward.

To further ensure that nothing compromised quality, we enhanced leadership development and succession planning, including early assessments, systematic succession planning, a peer-to-peer Buddy System, plus financial incentives to ensure agent performance—and management—were perfectly aligned for program success.

RESULTS

Saved millions of dollars with service dispatch reduction

Achieved highest Voice of the Customer scores by an Outsourcer

Voice of the Customer scores outperformed internal domestic centers

Met Glide Path Goals, even with last-minute changes to scope

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