

CASE STUDY

Contact center transformation

SATOV was engaged to conduct a comprehensive contact center diagnostic for a large US telco

Our client was a market leader in the US

Competitive threats, combined with a desire to provide top box service, pushed leadership to pursue many initiatives to improve the customer experience

Management engaged us to perform a comprehensive review of contact center operations

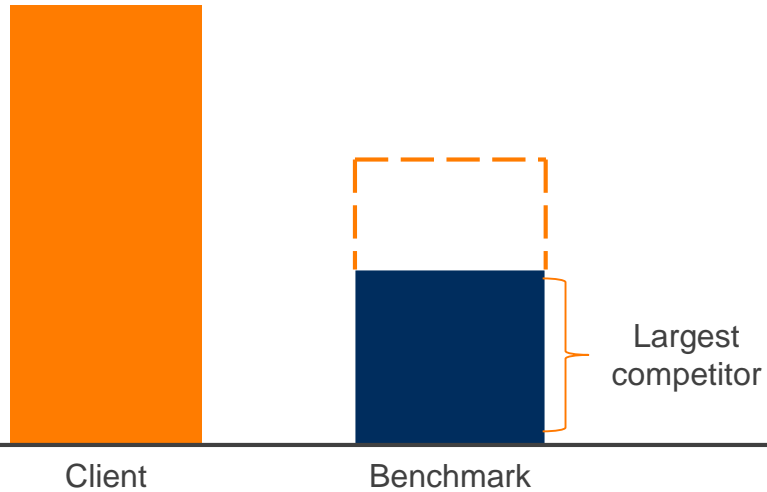
We quickly identified and prioritized a set of improvement opportunities, which helped inform the long-term direction of our client's contact centres

Management subsequently engaged us to provide implementation support for prioritized initiatives which ultimately led to a completely transformed contact center environment, increasing CSAT scores and dramatically reducing costs

Benchmarking revealed opportunities for improvement

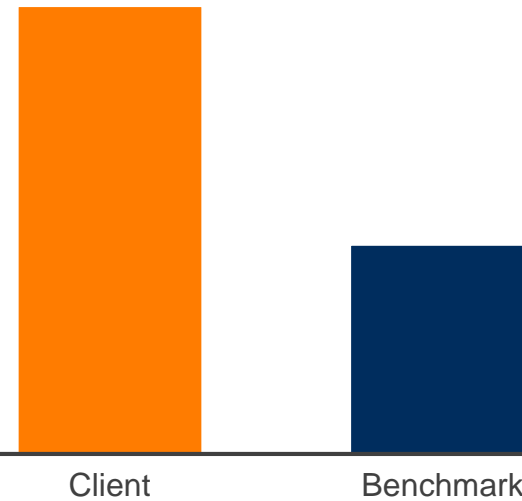
Call volume per customer

CALL VOLUME PER SUBSCRIBER



Cost per call comparison

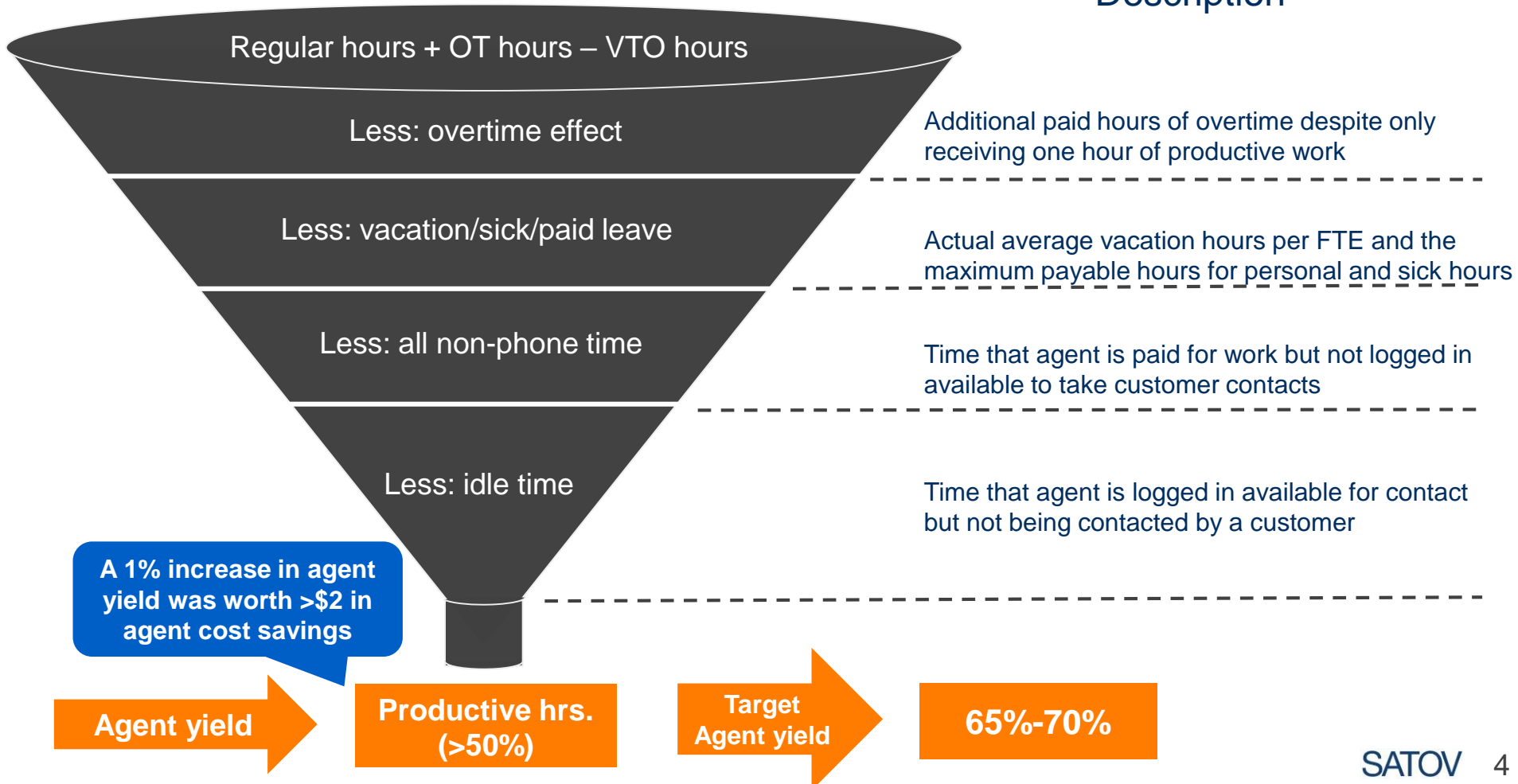
COST PER CALL, \$



We calculated our client's agent yield to isolate sources of inefficiency

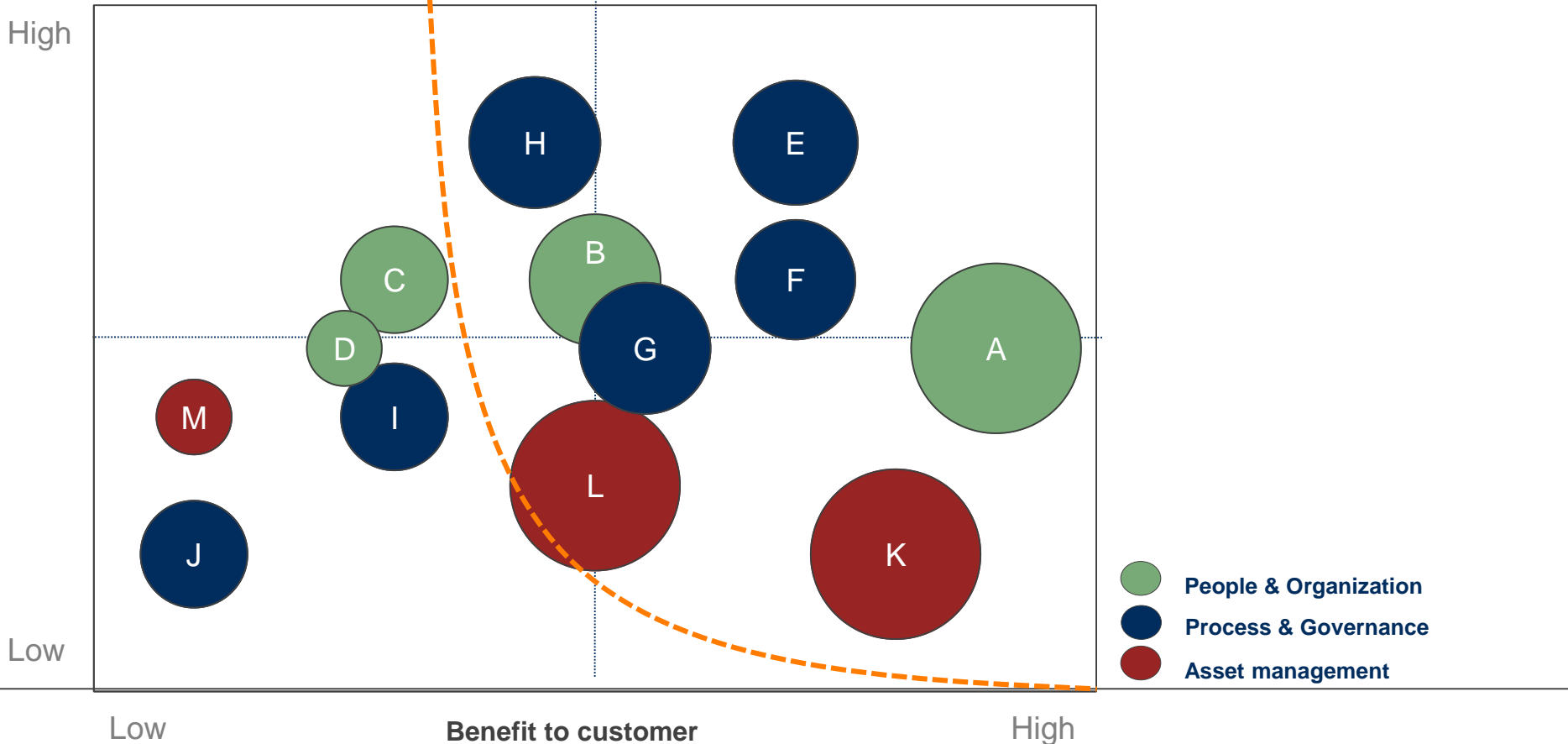
Satov diagnostic approach
(financial yield)

Description



We identified and prioritized initiatives that offered significant benefit potential

Relative ease of value capture



Note: The size of each bubble represents the relative benefit

We selected the high priority initiatives to create a new vision for the contact centers

Agent performance

Agents who are accountable for balanced objective metrics
Focused training and coaching on development areas
Recognition of top performers

Operating model

Flexible staffing model delivering agents when we need them
Flatter organization that encourages efficient call resolution
Improved forecasting and long-term planning

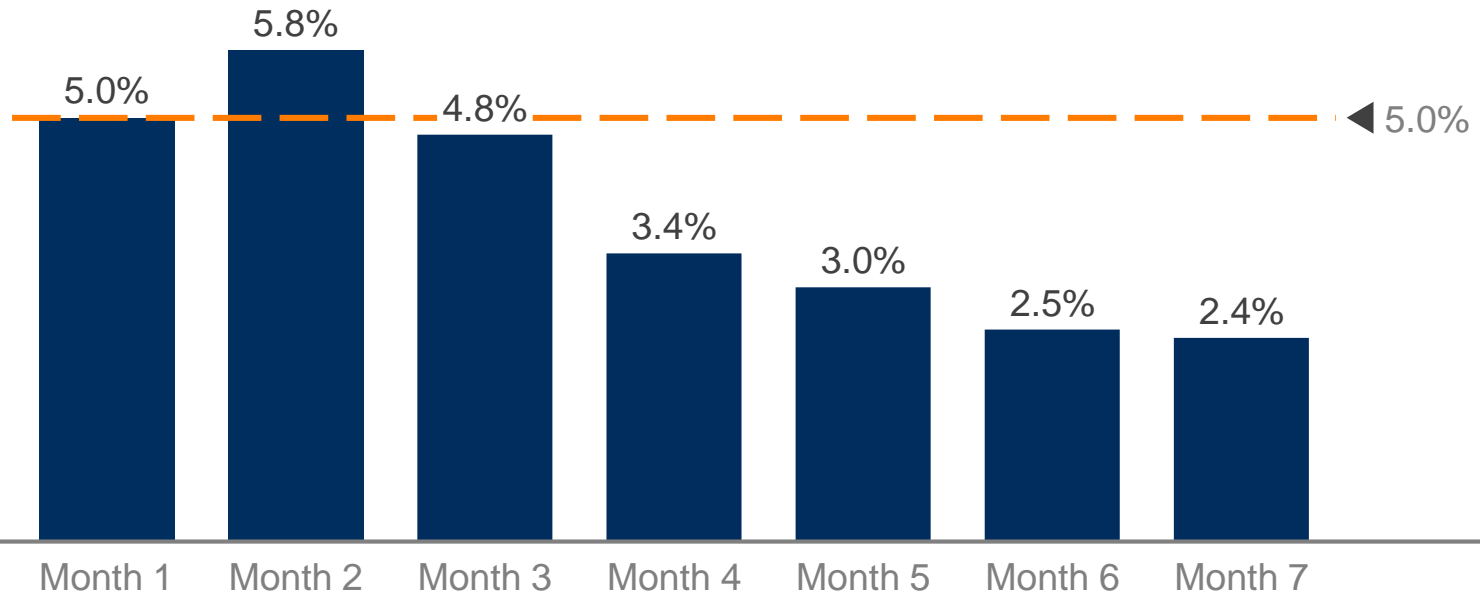
Customer experience

Efficient queue structure focused on customer needs
Direct follow-up on poor customer experiences
Cross-channel survey system for reduced survey exhaustion

We saw immediate improvements in employee performance

AHT outlier reduction

% OF POOR PERFORMING
OUTLIERS BASED ON MONTH 1
BASELINE PERFORMANCE



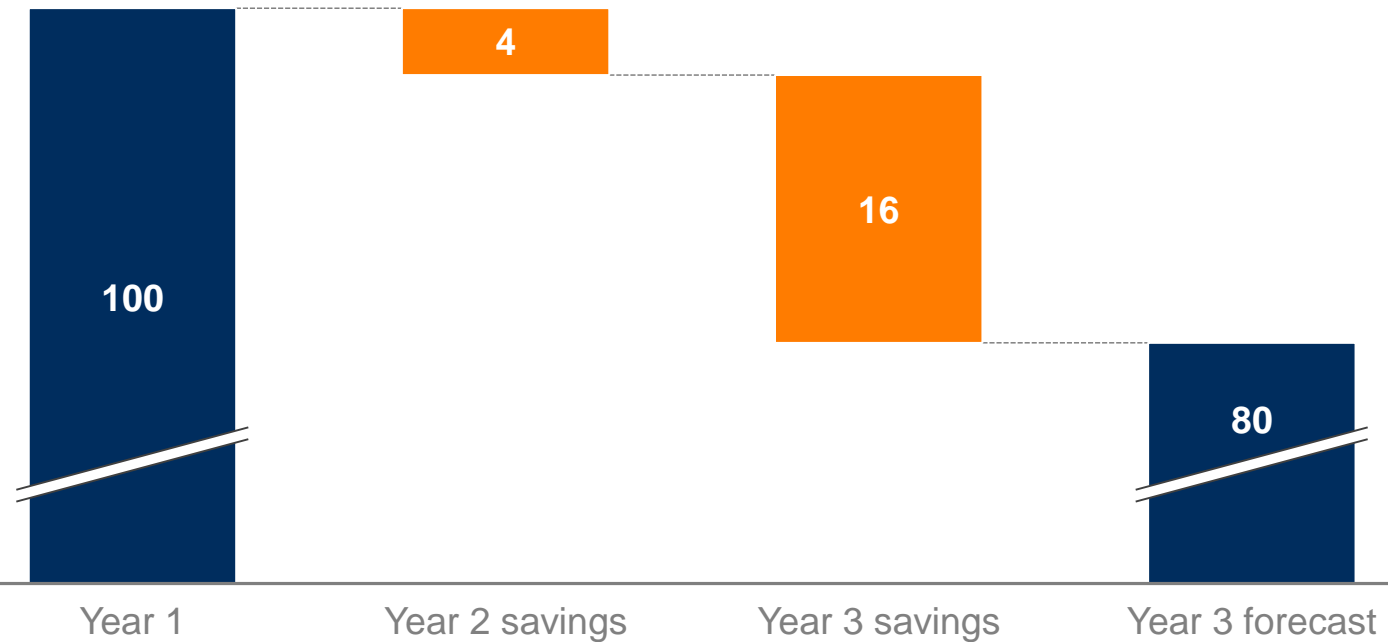
We provided significant implementation support ensure success



We helped our client achieve significant contact center savings

Contact center expense

INDEXED YEAR 1



And continued to enable industry leading customer service

Customer satisfaction

COMPANY NPS RELATIVE TO
INDUSTRY AVERAGES

