



Case Study: Efficient Customer Engagement Increases Service Levels

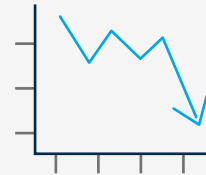
Overview

Our client, the world's largest Internet retailer, has operations within the United States and through outsourced service providers. Following the 2017 launch of client programs in our Guyana facility, the client ventured and expanded their footprint to our offshore facility in Dumaguete, Philippines. During this process, Qualfon gained immense insight into the client's culture and Customer Obsession traits that are necessary for a continued, long-term partnership.

Challenge

The client felt its mission was being compromised when agents failed to properly engage with customers and understand their needs. This resulted in unhappy customers, unresolved concerns and unnecessary transfers, which lengthened average handle times (AHT). The client collaborated with Qualfon to improve revenue and increase service levels with proactive customer engagement to minimize transfers.

A decision was then made to outsource customer engagement services to Qualfon in our Dumaguete location. This was the best fit due to location, culture and proven success in bringing high levels of customer experience and passion that aligned with their mission of becoming the Earth's most customer-centric company.



85% REDUCTION
IN TRANSFERS



600% INCREASE
IN BILLING PROFIT

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our Customer Engagement
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Improved customer experience and overall value for the client

Solution

Over an eight-week period, Qualfon conducted an audit to determine how many U.S. English transfers were valid and invalid. An Efficient Cause/Effect Analysis was also put in place to identify variables affecting the high rate of transfers. Findings revealed there were controllable factors to consider:

- › 38% actively listening
- › 29% correctly identifying the customer's issue
- › 9% difficulty when pulling customer accounts for verification
- › 32% will-related concerns, including protocol, resolving the issue and de-escalation
- › 30% communication skills including lack of clarity, regional accent, and tone of voice

For 12 weeks, our team reinforced soft skills improvement and product knowledge through coaching sessions, discussion during team huddles, email communication and updates on knowledge base articles about call transfers.

Results

- › 85% reduction in transfers – within the 12-week period of our project implementation, 280 transfers per week decreased to approximately 40 transfers.
- › 600% increase in billing profit (\$2.10 per resolved contact vs. \$0.35 per transferred contact).

By constantly improving customer engagement and product knowledge, Qualfon enhanced customer experience and overall value for the client and their customers. Qualfon was also rewarded with a 350% headcount growth by the client.



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