



Lifting Customer Experience to Greater Heights

Opportunity

A major airline and cargo company utilizes Qualfon for inbound customer service, sales, problem resolution, email support and electronic transactions.

The client needed to:

- › Answer more calls with fewer people
- › Reduce cost per contact and average call times
- › Improve first call resolution rates
- › Achieve superior customer service

Solution

Qualfon provided agents with real-time access to information for effective decision making by:

- › Evaluating cargo process to enhance cycle management and communication
- › Beta-testing numerous technology initiatives leading to optimal solutions
- › Adapting to changing customer base and business model
- › Developing knowledge base system
- › Implementing voice analytics/performance management program
- › Providing business consulting and thought leadership—a “true partner”

QUALFON'S PROCESS IMPROVEMENT INITIATIVES AND TECHNOLOGY INVESTMENTS HELPED:

- › REDUCE ANNUAL COST BY APPROXIMATELY \$3M
- › INCREASE REVENUE FROM \$35M TO \$90M

For more information on our Customer Engagement Services, contact us today!

877-261-0804

www.qualfon.com

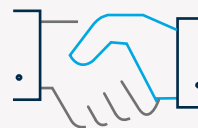
Qualfon helped reduce costs while maintaining quality metrics

Results

Qualfon's process improvement initiatives, paired with technology investments and enhancements, helped this client reduce costs while maintaining quality metrics.

- › New knowledge base system provided representatives real-time access to information for fast and effective decision making
- › Enhanced employee interaction, problem solving and job satisfaction
- › Annual cost savings of \$3 million
- › Decreased cost per contact by 29%
- › Reduced headcount from 254 to 69 by implementing self-service – allowing agents to focus on more complex calls
- › Reduced overall number of customer interactions

CATEGORY	PRE-TRANSFORMATION	POST-TRANSFORMATION
Calls per month	180,000	50,000
Emails per month	0	15,000
Specialty desks	17	4
Customer advisors	225	60
Staff support	12	5
Client revenue	\$35 Million	\$90 Million (\$55 Million increase)



"Qualfon came through again. Not only did they work with us to bring to the table innovative strategies, which improved operational efficiencies and added value to the customer experience, they implemented performance management practices and new technologies that achieved our never-ending business goal of delivering service excellence."

Client Manager, Sales Resources

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