

## SUCCESS STORY

# Delivering an Engaging, Results-Driven Customer Experience on Every Call, Every Time



### Client Snapshot

Industry: Global Telecom

Customers: More than 55 million worldwide

Services: Outbound & inbound contact center

To reduce delinquent accounts and improve customer satisfaction (CSAT ratings) in a highly competitive industry, a global telecom provider needed to reinvigorate their brand reputation and elevate the customer service experience.

## Client Situation

Few industries feel the pressure of keeping customer satisfaction high like the telecommunications industry. The ubiquity of mobile devices coupled with 24/7 Internet access has created a culture of consumers who are not only obsessed with connectivity and speed, they also demand instant gratification and fast resolution to their issues. In such a fast paced, competitive industry, the customer holds the power... including the power to change service providers.

Although it built an early reputation for innovation, the global telecom provider's brand presence and customer service were under scrutiny. The company

was losing market share in key regions around the world as customer satisfaction ratings lagged. Pricing and financial pressures only intensified as delinquent accounts continued to rise.

Despite having a significant number of contact center partners, the company was still struggling to see marked improvements in service levels or delinquent account recovery. And, with an internal priority on delivering a great service, it was becoming increasingly clear that changes had to be made at the agent level to improve in each of these areas.

## Technical Environment

Valor provides an advanced infrastructure that is critical in the overall connectivity architecture supporting the company, including:

- Dual data center redundancy
- Firewalls and routers
- Connectivity and hosted PBX including all peripheral equipment that meets the provider's requirements for data and voice

## Solution

Valor Global was initially engaged for direct customer outbound calls to reduce delinquent accounts without negatively impacting the customer relationship – often a delicate process. Valor was graded via third-party customer satisfaction surveys (CSAT), which is the provider's most critical Key Performance Indicator (KPI). In addition, other KPIs were added to the scope, including:

- Average Handle Time
- Dollars Per Contact
- Transfer Rates

With positive metrics emerging early from the outbound campaign, the provider expanded the scope of Valor's services to include inbound customer care. Within two months, Valor successfully hired and trained a team of more than 100 inbound agents to support the additional scope of work, and utilized their technology infrastructure which included routing the new inbound calls through Valor's contact centers in the Philippines and Costa Rica.

Bilingual support for both English and Spanish-speaking customers was included within the project, as well as a wide range of customer care issues, including billing, troubleshooting device issues, phone replacements, network outages, data usage inquiries, and more.

Over time, Valor continued to help improve CSAT ratings, and the company consequently engaged them to handle several new lines of business that required significant transition and agent training efforts under relatively short timelines.

## Results

With the goal of providing 'one-call resolution' support, Valor provided specialized training and motivation incentives to agents to ensure every interaction delivered a stellar customer experience. Customer issues are typically resolved in one call, and Valor utilized its advanced technology platform to identify the customer, easily link account and device information and verify the customer's identity—making the call personalized, friendly and quick.

Valor also employed a text messaging customer satisfaction survey tool that increased post-call responses from 10 to 25 percent, on average. The influx of new survey results has nearly tripled the amount of customer feedback data, and the provider continues to make ongoing service improvements using this new data stream.

The provider also enlisted Valor to help with a number of specialty services, including support of military accounts, high-risk accounts, equipment escalation services, other back office functions and several special projects.

Using the most critical indicator of CSAT, Valor's sites have consistently held the number one, number two, or within the top five in site performance among more than 30 sites used by the company. Valor's success is directly attributable to:

- Extensive agent training
- Advanced technology infrastructure
- Quality of service
- Flexibility in supporting changing business needs

The provider reports that Valor continues to help rebuild its brand reputation... one happy customer call at a time.

**To learn more about Valor Global solutions and services, visit [www.valorglobal.com](http://www.valorglobal.com), email [info@valorglobal.com](mailto:info@valorglobal.com) or call 1.888.825.6748.**