



Case Study: Improve Service Levels by Outsourcing Customer Care using a Virtual Workforce

THE CHALLENGES

A consumer products company had many challenges when one of its key facilities closed and its operations were consolidated. Despite a lot of planning to absorb the volume and complexities of the newly integrated customer base, the company struggled to meet appropriate service levels in its customer care center. In addition to service level issues, the new training programs were lengthy and complex and customer care agents had trouble retaining the details.

Another challenge was the company's geographic location. Frequently inclement weather prevented agents from traveling to the building location, negatively impacting staffing requirements. The level of absenteeism during these periods greatly reduced service levels.

THE SOLUTION

1nwContact collaborated with the customer to better understand their issues and brainstorm a range of potential solutions and proposed a customized solution. A due diligence process was performed by teams comprised of training, IT, and operations employees. The 1NW Contact project manager identified the deliverables from each group, organized information process flows, and helped coordinate the integration processes.

1NW Contact trainers collaborated with the customer's training team on a "train the trainer" program, which could be replicated in remote training curriculum for the new virtual customer service team.

Through our on-boarding process, 1NW Connect sourced, hired, on-boarded, and trained 15 initial agents and expanded the group to 30 agents shortly thereafter.

The project plan with these elements was carefully managed to ensure an effective transition to the at-home agent program.

THE RESULTS

1NW Contact hired 30 agents according to the agreed upon schedule and successfully trained those agents in a combination of webinar sessions and using e-learning self paced courseware tools. The dedicated team has managed agent performance to established customer service levels using the Five9 virtual contact center technology. By providing a flexible, virtual workforce the 1NW Contact solution addressed the customer's facility and recruiting constraints and lack of training resources while providing supplemental staff to support catastrophe response.

As a response to weather induced customer questions the operations team answered more than 12,000 calls over a 10 day period – which was beyond the stated scope of work – supporting the customer's operations during a series of winter storms. Since 1NW Contact agents were recruited from across the country, thus some were outside of the customer's region; they worked from their home offices, were not affected by the weather and could provide the assistance needed without disruption.

EXPERIENCE THE DIFFERENCE

CALL US AT 877-404-5639 WITH YOUR PARTICULAR NEEDS AND WE WILL CRAFT A SOLUTION IDEALLY SUITED FOR YOUR PRODUCT OR SERVICE REQUIREMENTS.