

An American multinational corporation that designs, manufactures, markets, and distributes vehicles, parts, and sells financial services relied on Insite to improve customer experience.

The engagement improved customer satisfaction scores, reduced repeat calls, and lowered overall costs.



21%

Increase in Customer Satisfaction Scores

18%

Reduction in Repeat Calls

8%

Decrease in Overall Costs



Challenges

Company executives sought customer experience improvements. But these stakeholders wanted more than incremental enhancements. They wanted a "leapfrog" increase that repositioned their firm as the new benchmark for all other organizations to follow. A lack of tactical vision became their primary challenge. After focusing exclusively on cost metrics, the company had become blind to other operational improvement opportunities. They partnered with Insite to provide a fresh set of eyes. We observed, analyzed, and improved the following areas:

- Agent Efficiency
- Key Performance Metrics
- A Billing Model for Technical Assistance
- IVR Routing & Segmentation
- Knowledge & Training for Agents



Solutions

We conducted a benchmark assessment to understand their specific operating environment, baseline their current performance, compare them to best-in-class companies, and analyze their customers' expectations for their overall experience. After collecting this data and information at multiple levels within their organization, we scored their contact center with red, yellow, and green codes. Using our ccBenchmark™ methodology, we were able to uncover these findings and opportunities:

- Their current operating model will never produce the desired results
- Their customers' experience is generally via data, rather than a combination of both data and human interactions
- They were not measuring the best metrics internally
- Vendors were not incented on the right behaviors



Results

Based on the opportunities we found, we were able to help them by:

- Removing a layer between the client and the customer by implementing a direct line of control for each vendor
- Recommending metrics that correlate to the various customer issues while taking the client's company promise into account
- Bringing essential operational functions back in-house, including workforce management, training, quality, reporting, and analytics.



These initiatives reduced repeat calls from customers by 18%, which reduced overall costs by 8% and led to a 21% improvement in customer satisfaction scores for the client!

The multinational firm achieved its goal of becoming the new industry benchmark.

If you would like to learn more, contact us at connect@callinsite.com

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