

Insite helped a major faucet company that makes residential and commercial faucets and other products for kitchens and bathrooms save over \$2.5 million within their customer service sector while reducing AHT by 1 minute.

This company places a high priority on products that address today's environmental concerns, such as accessibility to water, water conservation, and water quality. An increase in warranty and repair calls prompted them to find help to reduce wait times and improve customer experience. That's where Insite came in.



Challenges

High inbound call volume.
Agents overwhelmed. Wait times up. CSAT down.

Solutions

Map processes to quantify root causes and prioritize improvement opportunities.
Implement best practices within the organization.
Transform training and CX with new Knowledge Management system.

Results

Best practices implementation resulted in savings well over \$2.5 million in a year.
Proper phone training for all agents and new KM tool produced a 1-minute reduction in AHT, which led to over \$160,000 in savings, or around 5,300 hours of reduced handle time.



Challenges

The plumbing company had been taking steps to regain control of their customers' experience amid the global pandemic and significant transitions within their organization. As COVID-19 spread, their contact center received more calls and emails regarding their products than expected. They requested a complete scope evaluation of their processes across all departments to help understand how they could improve the customer journey.



Solutions

Insite traveled onsite to study customer interactions firsthand and gather data. We met with key individuals and the Customer Solutions team to better understand their process and call flows. We looked at data used to manage the business, decision-making processes, and current technology usage. This information, combined with our vault of industry knowledge and benchmarks, allowed us to take an analytical approach to craft a solution and provide an estimated return on investment upon implementation.

To present the results, we compiled recommendations and supporting analysis data into a MegaMap and Opportunity Index. We prioritized recommendations and implementation efforts.



Results

Insite completed its evaluation and benchmarked this company's customer service group to quantify improvement opportunities. As a hands-on partner during implementation, we applied both technology and process changes to vastly improve their customers' journey. Our work saved over \$2.5 million by implementing proven best practices. We also transformed agent training and output by leveraging a Knowledge Management tool to enhance the agent experience and raise agent confidence during calls. This call center saw a 1-minute reduction in AHT, resulting in over \$161,000 in savings, or around 5,300 hours of reduced handle time for this particular improvement.

"We partnered with Insite to create a vendor strategy, build long-term and short-term forecast models, migrate to a CCaaS vendor, and reclaim ownership of our customer data. Insite did a thorough job and made this transformation so smooth. Our team is excited about the data they now have access to. Our Insite partnership is a great example of our continuous improvement philosophy here."

- JULIE B. | SR. DIRECTOR, CUSTOMER SOLUTIONS

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

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