

CASE STUDY

Double Digit Increases in First Call Resolution for Financial Services Leader

Client Overview

Providing excellent customer service is mission critical to this leader in financial services. Growth and new acquisitions demanded expansion in the customer service dispute resolution channel.

The question: in house expansion or outsource?

ACT In Action

The client had two in house customer dispute resolution services teams up and running. The teams had built a reputation for quickly resolving customer inquiries and providing complete documentation of every customer interaction.

ACT suggested a pilot program. 50 full time equivalents (FTEs) taking incoming inquiries utilizing the clients contact tracking tools and ACT developed processes for 120 days.

Tapping directly into the client's network created a transparent and seamless contact tracking. The ACT Operations team studied the call work flow identifying additional research techniques that could increase first call resolution and customer satisfaction.

The financial services team had created a measurement framework for the pilot that focused on the standard call center metrics; average handle time, service level and quality.

To make this program successful, ACT concentrated on the customer experience. Gartner Research has shown that that is costs nine times more to get a new customer than satisfying an existing one.

The six month pilot exceeded all expectations. First call resolution rates increased more than 10 percent while the cost per call was reduced by 25 percent.

The success of the pilot created a complete strategy change for the client. ACT doubled the size of the pilot team taking over all incoming dispute resolution services calls.

Serving our Clients

ACT has been serving the Fortune 1000 for more than 10 years by providing a comprehensive set of customer management services. ACT provides clients with exceptional performance every time – no excuses.

Program Fast Facts

Incoming Customer Services Inquiries

100 + FTEs

Results

- Increased First Call Resolution More than 10%
- Reduced Cost Per Call 25%

Our strategy is simple. Combine the exceptional people, leading edge technology, and a relentless focus on performance.

Our full range of customer management solutions include: sales, customer service, technical support, back office support, and Spanish language

services.

Ready to learn more? Call us at (866) 704-5580.