

Retail Giant Reimagines Agent Training, Accelerates KPI Achievement by 67%



Industry - Retail

Shifting to a largely work-at-home CX business model comes with its share of challenges in preparing agents to provide effective support. Adopting a customized training approach and extended onboarding can pay dividends in terms of agent performance.

Challenge

Our client, a North American retail giant whose bricks-and-mortar footprint is matched by an enormous e-commerce operation, shifted its support to a work-at-home model. However, the training and onboarding that worked for on-site staff did not work for remote agents, resulting in less-than-optimal performance

- Inconsistent KPI achievement
- Agents ramped to proficiency too slowly

Solution

ResultsCX analyzed performance data and identified improvement opportunities

- The account team enhanced agent onboarding with a custom combination of training, extended nesting, and support ratio changes.
- Trainees spent more time listening to call sessions, participating in collaborative discussions of lessons learned, and discussing follow-up processes.
- Increased individual coaching was coupled with twice-daily team debriefs to close knowledge gaps.
- Required pre-production agent certification and expanded skill assessments further strengthened agent competency.

Results

The modified training plan for work-at-home agents led to significant overall performance improvement, in turn increasing customer satisfaction and loyalty

- 67% reduction in time required to meet AHT targets
- 50% reduction in time required to meet VOC proficiency
- 11% increase in agent work satisfaction
- 2% increase in customer likelihood to shop again with client