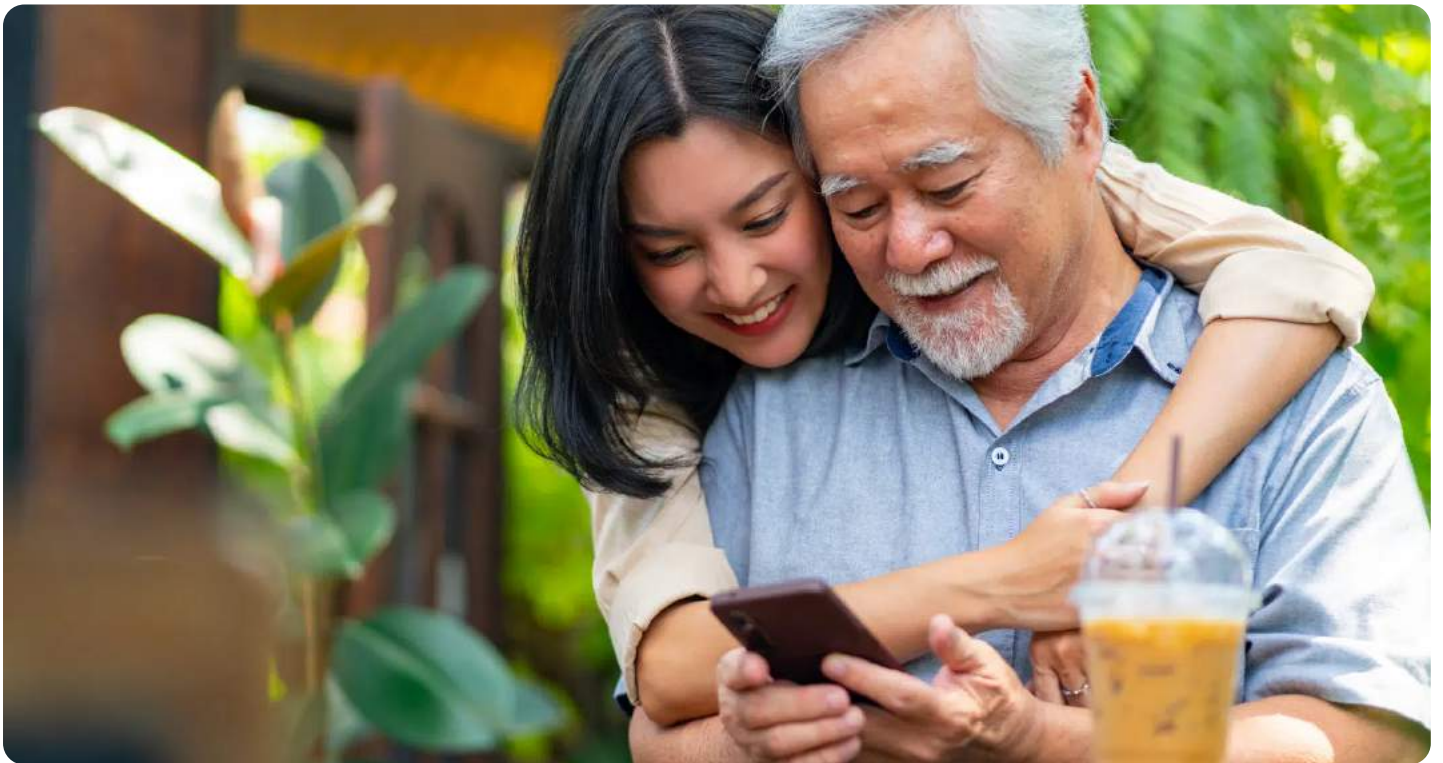


Back Office Engagement **Achieves near 100% Accuracy** for Prepaid Wireless Business



Industry - **Telecom**

Large telecom companies often have niche businesses with unique support needs requiring significant depth of knowledge and special systems. For a long-time client, deep understanding of its government-subsidized wireless plan and the intricacies of customer qualification ensures account owner needs are resolved while service team surpasses all client goals.

Challenge

One of the largest U.S. telecom companies was experiencing challenges with its prepaid wireless business:

- Standard inbound support was not equipped to provide effective care to the product population
- Eligibility verification was hampered by a lack of oversight and inadequate information sources
- Compliance with service level agreements was rarely achieved
- The ability of customers to receive service often was delayed or denied

Solution

New back-office engagement established to handle issues inherent to this service offering:

- Initial responsibility focused on extra troubleshooting and network issues expanded to broader scope.
- Agents were trained on specific changes to device rules as they occurred
- Given complex documentation requirements, agent teams were given access to special client systems
- Processes were established to improve response timeliness, with a more effective escalation path
- Regular data analysis required by client ensured that emerging issues were identified and handled
- Social media-based customer care added to expedite assistance connected to negative online product comments

Results

Telecom client continues to be pleased with the customer growth and improved performance for this prepaid wireless line of business:

- 10% above goal for agent productivity
- Near 100% accuracy, vs. 95% goal
- 3-5% consistently above staffing attendance goal
- Monthly transaction volume that increased from 14,500 to 40,500 transactions at peak season

