



CASE STUDY

Telecommunications Provider Reduces Costs and Boosts
Net Promoter Score by 6% with Advantage
Communications' Custom Tech Support Solution



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A LEADING CANADIAN

TELECOMMUNICATIONS

PROVIDER

TELECOMMUNICATIONS, MEDIA &
ENTERTAINMENT INDUSTRY

- Communications, entertainment, television and advertising services
- Recognized as one of Canada's 50 Best managed Companies for seven years

GOALS

- Enhance quality control and elevate talent available for front-line calls
- Reduce costs and workload on Tier II staff
- Streamline processes as business lines expand and diversify

APPROACH

- Implemented streamlined Support Desk solution ready to adapt and grow in real-time
- Strategic skilling to enable call management at an individual customer level

RESULTS

- Outsourced Tier II staff reduced by 37% and internal Tier II was also downsized
- NPS jumped to 42, an increase of 6%
- Customers served by multi-skilled "super agent"
- Up to 90% savings in continuing education and training costs

Growing rapidly in a competitive market, driven by a spirit of innovation, creativity and entrepreneurship. This leading telecommunications provider has grown rapidly since the late 90s, becoming the largest, privately held telecommunications company in Canada. They required a partner in outsourced tech support that could stay ahead of the curve, supporting their customers as the company's business lines expanded and diversified.



With competitiveness as a primary focus, it's critical for this company to keep costs low while delivering best-in-class customer service. As the company introduced new technology and equipment, they needed an innovative technical support solution that would improve first-call resolution while controlling costs and reducing workload on their internal Tier II department. Advantage Communications Inc. (ACI) implemented a streamlined support desk solution ready to adapt and grow in real-time.

“SUPER AGENTS” ON THE FRONT LINE

The ACI Support Desk solution was designed to answer front-line questions and reduce workload for team leads at the contact centre and the company’s internal Tier II department.



“Advantage Communications delivers exceptional technical support to our customers.”

Our partnership is a natural fit, we’re both Maritime companies that share the same philosophy when it comes to our customers, that is to deliver the best care and support possible.”

President of Leading Telecommunications Provider

Previously, the company was finding it difficult to backfill Tier II positions with talented agents as there was no Tier 1 pool in-house to draw from. With the ACI solution, all positions were filled by multi-skilled “super agents” who can answer any call type, on any product, from any line of business the company offers. This strategy boosted the Net Promoter Score by 6%, bringing it up to 42 points - an enviable indicator of success in telecom customer service.

It was important for the company to make these improvements to customer experience while controlling costs. By answering front-line questions, the Support Desk prevented unnecessary calls from reaching Tier II, enabling them to downsize their Tier II department and reduce costs. At the same time, ACI reduced their Tier II staff by two-thirds, bringing it from 28.5 FTE to 10.5 FTE.

A TRUSTED PARTNER IN PROVIDING CUSTOM SOLUTIONS

This leader in telecommunications has relied on Advantage Communications to provide them with viable, innovative outsourced business solutions since 2003.

The partnership began with a simple service contract for after-hours support on a per-minute basis. Today, Advantage Communications represents several lines of business with a delivery team of close to 250 dedicated members across four sites, providing 24/7 customer support in both official languages.

EFFICIENCY FROM EVERY ANGLE

Drawing from the Senior Leadership team's high-level expertise in outsourced business solutions, Advantage Communications' customized Support Desk strategy was able help the company successfully achieve their unique business objectives.

The Support Desk acts as a buffer between Tier I support and the client. Agents serve as a central intelligence hub to limit the number of calls being transferred up to Tier II support.



To fine tune the process even further, ACI utilized strategic skilling to enable call management at an individual customer level. Each agent is skilled to ensure customers receive the best service possible while simultaneously focusing on the need for overall efficiency.

This solution improves efficiency from every angle. Workload was reduced by 80%, freeing up time for remaining leads to perform coaching and administrative duties. By having all complex lines of business handled by one support group, they saved up to 90% in continuing education and training costs. This skilled team helped to reduce unnecessary transfers by roughly 70%. With their expertise, agents are able to decrease dispatches by 15%, saving them a significant amount of money.

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