

CASE STUDY

REDUCING PHONE SUPPORT COSTS AND IMPROVING CUSTOMER SATISFACTION



CLIENT PROFILE

A major multinational technology company was experiencing unusually high call center escalations as their web-based technical support services were unable to effectively resolve customer inquiries.

DESIRED OUTCOMES

- Reduce costs associated with repeat technical inquiries and phone support escalation.
- Increase web-support resolution rate.
- Improve web-support user experience.



KEY ACTIONS TAKEN

- Consolidated multiple sources of data to discover and link common issues.
- Identified the inflection points where web-users opted for call center support, through the creation of data-based process charts.
- Recommended revisions to the standard operating procedures utilized by the web support team.



KEY RESULTS



\$1.1M reduction in phone support costs within 180 days.



Decrease web-to-phone bounce rate through improved web-support processes.



Increased customer satisfaction.