



A Leading Pre-Paid Wireless Provider

CASE STUDY

“West at Home’s powerful combination of higher quality home-based agents and extraordinary staffing flexibility has helped our client drive dramatic results in customer satisfaction, product sales and cost savings.”

Mark Frei
- Senior Vice President
West Corporation

THE OBJECTIVE :

Improve Customer Service Levels While Reducing Costs

One of the world’s leading brands and fastest growing pre-paid wireless providers was using several domestic-based brick-and-mortar call center providers to handle their customer care, activation, sales, saves and repair/maintenance calls. But as service levels declined and costs increased, it was clear that they had to find a new solution to help improve customer service levels while reducing costs.

The wireless provider wanted to maintain a domestic presence so they began to investigate using home agents to handle customer service calls. They knew they did not have the internal resources, expertise or desire to develop an in-house solution based on the number of technological challenges that needed to be addressed. So the wireless provider turned to West at Home to develop a highly flexible home agent solution that would lower their customer contact costs while protecting their brand and improving service levels. They chose West at Home over other providers based on West at Home’s extensive experience and technical expertise in delivering superior quality through highly skilled home-based agents.

THE WEST AT HOME SOLUTION :

Superior Agent Quality and Staffing Flexibility While Reinforcing the Brand

West started by working with the wireless provider to fully integrate the company’s distinctive brand and culture into the entire program. Through a series of meetings with the company’s training groups, West developed a comprehensive series of computer-based training materials that immersed the home agents in the company’s image, attitude and approach to customer care. Potential agents also received additional screening to ensure the agent’s skill sets were closely aligned to the types of calls they would be handling.

Through West’s state-of-the-art call delivery platform, incoming phone activation, customer care, sales, saves and repair/maintenance calls would get instantaneously routed from the wireless provider’s IVR system to the best qualified home agent. Currently, West has over 2,000 home agents trained and over 400 simultaneous agents handling the company’s steady state calls. West’s home agent pool is made up of better educated and highly qualified individuals located in homes throughout the United States.



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West's workforce management system, Spectrum[®], was utilized to create daily schedules divided into 30 minute increments, so agents could easily customize a schedule that fits their lifestyle. While at the same time the flexible scheduling helped the wireless provider quickly adjust staffing to meet critical service levels and better manage call center outages or weather/event related issues. The resulting improvements in labor utilization also helped the wireless provider reduce their overall costs.

By integrating with the company's Siebel[®] CRM database and utilizing Genesys[®] for CTI screen pop, West was able to deliver the most up-to-date customer information directly onto the agents' screens. Not only did this lower the average call handle time but it improved first call resolution, increased customer satisfaction levels and drove higher quality scores.

THE RESULTS: Award-Winning Customer Service Levels and Over \$7 Million in Savings

Since the inception of the program, West's home agents have delivered outstanding service and results to the wireless provider's customers. Based on third-party quality monitoring scores, West's agents consistently average 93% or greater in customer satisfaction. In fact, the West at Home solution played an integral role in the company being recognized with a prestigious national award for customer satisfaction.

On average, West's home agents delivered a 10% increase in overall productivity while helping the wireless provider save over \$7 million annually versus their previous domestic-based brick-and-mortar solution. In addition, West at Home agents outperformed all other agents by 40% in a company sponsored contest to capture credit card information for monthly bill pay.

During the critical holiday season, West utilizes an additional 300 simultaneous home-based agents to handle the increased call volume. West's ability to meet or exceed committed agent levels, even on very short notice, has helped the company deliver a consistently high level of service to their customers.

Because the home agents are able to work very flexible schedules, agent satisfaction is extremely high and the wireless provider has seen significant reductions in daily absence rates and monthly attrition rates compared to brick-and-mortar centers.

Recently, West at Home took over the wireless provider's saves program and immediately delivered a 67% increase in saves versus the previous outsourced provider. As the program has continued to grow, West at Home's high quality agents have produced save rates approaching 60%, helping the company retain more of their valuable customers and revenue.

WEST AT HOME: A Premier Provider of Home-based Contact Solutions

West at Home is one of the nation's leading providers of home-based customer contact solutions. West at Home helps Fortune 1000 companies deliver unparalleled results through a combination of higher quality, better educated agents and a highly scalable, state-of-the-art infrastructure. West at Home employs the industry's most comprehensive agent training, management and monitoring processes and features multi-layered security protection. This helps companies protect their customer data, achieve a higher level of quality service, improve staffing flexibility and realize a greater return on their investment.

West at Home is a subsidiary of West Corporation, the nation's leading provider of outsourced communication solutions.



For more information contact us at:

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