Gearing Up to Deliver Consistently Great CX

Meeting Evolving Customer Expectations While Maintaining a Competitive Edge

The Challenge

When a global sportswear and athleisure brand wanted to provide a seamless online shopping experience for their customers, they turned to Alorica for results.

The client wanted to improve across three key metrics—Average Handle Time (AHT), Customer Satisfaction (CSAT), and call performance—preserving their reputation for quality and performance while upping their CX game.

Best practices were in order; Alorica's Six Sigma framework, plus speech and data analytics expertise were ready on the sidelines to identify process improvement opportunities.

The Solution

To best address the client's key metric improvement areas, a deep analytics dive was the first order of business. We took a data-driven approach to examine the root causes behind each challenge, developing optimal recommendations and new best practices.

What We Found

Our expert analysis revealed the following:

- **AHT:** Silence and hold times were the biggest contributors; we conducted call type, refund call, hold type, and transfer analysis for additional information.

- **CSAT:** The top reasons for low CSAT scores were cancellation policy issues (78%), delivery process (33%), payment system issues (28%), and agent experience (22%).

- **Call performance:** Through abandoned and dropped call analysis, we revealed that 86% of abandoned calls suffered from too much silence, with 72% of repeat calls occurring on the same date. Our analytics further revealed that 85% of dropped calls also occurred on the same date.

What We Did

Equipped with the data, we set to work creating a customized approach to transform the client's CX, creating new best practices across each metric.

- **AHT:** We created more efficient call scripts for refunds, implementing a new call handling procedure—Inform, Estimate, Ask, Thank (IEAT)—as well as updated knowledge bases and provided continuous agent training to ensure new procedures were adhered to correctly. Hold procedures were developed similarly to minimize customer inconvenience. We further deployed website improvements to help decrease refund call types, updating refund self-service options.

- **CSAT:** We fine-tuned call scripts to reduce customer dissatisfaction (DSAT), implementing soft skills training to reinforce new hold procedures and improve agent communication. To improve policy awareness, we revised refund information on the client's website, highlighting full refund verbiage in both call scripts and online. IVR optimization was utilized to provide clear and easy refund procedures to provide additional CSAT improvements.

- **Call performance:** To improve agent outlier management, we developed recommended actions to best address silence and hold times, leveraging analytics further to share best practices and coaching opportunities.

The Results

75%
Reduction in abandoned calls

69%
Reduction in dropped calls

59%
Reduction in hold times

$67K
Annual savings

12%
CSAT improvement

11%
AHT improvement

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