



Case Study

Customer Care Increases the Ability to Meet Service Level Goals by 46%

Pain Points:

"I need to find a more efficient way to serve Latin American customers, track customer issues to resolution, and provide an exceptional experience."

Industry:

Automobile manufacturing

Solutions and Products:

Customer Innovation, Customer Care

Implemented standards of excellence for customer service

Business Challenge

One of the world's largest automakers was mired with challenges in its South American Customer Care Division. Clients experienced extended wait times to reach a service associate. Managers faced numerous customer complaints and escalations, and they struggled to ensure proper follow-up on pending cases. Plus, the department needed to improve process efficiency.

When these customer care challenges surfaced, the automaker had already been working with TeleTech's Technical Support team. Helpdesk associates provided technical support services to the Systems and Technologies Department. Since the auto manufacturer had received outstanding support and because TeleTech associates could be easily expanded to handle customer service, TeleTech was awarded complete management of the Customer Care Division.

Solution

Using its best-in-class staffing methodologies, TeleTech immediately began hiring associates with the technical background and commitment to service necessary to improve customer experience. TeleTech also implemented a centralized customer contact strategy to simplify processes and boost efficiency.

The solution consolidated several customer care centers into one and implemented advanced TeleTech tools to effectively manage both the company's multichannel environment and the fluctuating number of client inquiries. People, processes, and sophisticated telecom technology were put into place to quickly assess each customer's need and route requests to an available associate for immediate response. TeleTech associates received customer inquiries from a variety of sources, including toll-free calls, internet forms, direct e-mails, surveys, and marketing campaigns. Workforce management strategies were used to ensure service continuity, and automated systems tracked open and pending cases from start to finish, enhancing the quality of service.

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The number of
live answered calls
increased by
49%

Results

With help from TeleTech, the company was able to re-engineer the Customer Care Division, implement standards of excellence, and immediately improve customer experience metrics. The unified system for distributing requests dramatically decreased customer wait times, and the number of live answered calls increased by 49 percent. The automaker had set target response rates for associates to answer calls. Before TeleTech stepped in to help, only 38 percent of customer inquiries met these service-level goals; but afterwards, 84 percent of customer inquiries met service-level goals. Additionally, TeleTech associates helped vastly reduce the number of abandoned calls.

Detailed reporting and tracking tools provided a new visibility into the Customer Care Division that enabled the automaker to monitor key performance indicators on a real-time basis and make adjustments. Using the research, ongoing training and improvement programs were implemented and customer concerns were handled effectively. Best of all, the TeleTech customer support services reduced the burden on automaker managers by decreasing the number of customer escalations and by resolving any remaining customer concerns.

With TeleTech's quality assurance tools and standards for success, the automaker achieved ISO 9000 certification. This internationally recognized business standard helped the company validate its quality customer service management systems and meet the needs of both customers and stakeholders.

Conclusion

The consolidated customer care center was such a success that the automaker asked TeleTech to manage another customer care center, within a different branch of operations. Today, the company continues to rely on TeleTech for improved process efficiency and a superior customer service experience.