

INDUSTRY

Technology

SOLUTION

Integrated

PRODUCTS

TeleTech@Home, Leadership and Learning, Growth and Retention

CLIENT STORY

Software Company Optimizes Customer Support to Ease Tax Season Stress

Come tax time, there are a variety of choices for how to handle filing. One tax preparation software company needed to stand out from the competition with efficient operations and a superior customer experience, particularly for consumers and small business customers. It's a seasonal business, which means customer service interaction spikes and unpredictability. In addition, tax information is always changing. Customer service staff must have the right tools to provide a great experience to customers.

The company needed a partner that could help on-board and ramp CSR staff up and down quickly, efficiently manage the workforce and provide ongoing learning and development. It also wanted to expand its communication channels to meet the growing consumer demand for multichannel interactions. Our deep expertise and integrated solutions across customer care, growth services, consulting and technology helped differentiate us as a strategic solutions partner.

Over the course of 24 months, we worked with the client on a number of initiatives designed to improve both internal operations and customer experience. With TeleTech@Home, our virtual workforce delivery model, we provided workforce management planning and helpdesk to support seasonal and off-seasonal at-home and in-center associates, which spike up to 6,000 at the height of the season.

With a strategic look at operations, our Leadership and Learning team redesigned the company's sourcing, hiring, on-boarding, off-boarding and training processes, with a customized program that reduced training time and significantly increased associates' ability to efficiently support customers. As a result, on the company's busiest day of the year, the number of open tickets dropped 90 percent from the year before.

Externally, we developed live chat support for customers who had questions about how to use the software. Our chat specialists not only helped small business users with their technical questions, but also coached them on how to maximize their efficiency with the product, opening up conversations that led to a 231 percent increase in leads, and a 50 percent increase in conversion rates. In all, the program generated a 256 percent increase in revenue.

RESULTS

Support more than
6,000 associates
with workforce management

Open tickets on busiest day
dropped 90%
from the year before

Revenue
increased 256%
from live chat