

PROGRAM GROWS 500% DUE TO SUCCESSFUL DELIVERY OF KEY METRICS

Client Business Need

A leading educational company providing customized learning solutions for students, instructors, and educational institutions, was dissatisfied with their off-shore solution. As a result, they required only US based support to handle multi-channel inquiries from students and instructors. The partner they would select had to provide value, flexibility and the ability for them to meet their speed to market criteria.

USA800 Business Solution

INNOVATION:

- Integrated with the client's internal systems to ensure a consistent customer experience between their internal and outsourced centers.
- Leveraged USA800's technology and proprietary processes to provide speed to market and an increased competitive advantage.
 - Delivered multi-channel student and instructor care support via phone, web chat and e-mail; in addition to Tier 1 Technical Support for instructors.

KNOWLEDGE:

- Utilized USA800's proprietary process for recruiting, hiring and training agents to provide high quality agents that could not only communicate clearly, but understand and address the needs of their customers.
- Leveraged flexibility to appropriately design staffing models specifically targeted at handling peak traffic, which can grow as high as four times normal volume.
- Provides on-going training and coaching to maintain update to date product knowledge and accuracy across three major divisions and 12 product lines.



Performance Results

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| 23% | Lowered overall program costs |
| 500% | Program growth due to successful delivery of FCR, AHT and other key metrics |
| #1 | USA800 preferred outsourcer client ranking |

"Although we were not enthusiastic about outsourcing, USA800 has delivered and we consider them a valuable extension of our business."

- Educational Executive