

FROM BIG CHALLENGE TO BIGGER BENEFITS

Serving new, high-end clientele while keeping operational costs down

\$22

Increased average order value

50%

Improved first-call resolution rate

CHALLENGE: *Access Low-Cost, High-End Service*

- Provide sophisticated service to newly acquired, high-end clientele.
- Current staff expertise extended only to regular customers.
- New CEO planned to cut costs and lower overhead companywide.
- Large capital outlay on boutique call center services was not an option.
- Needed a system to provide quality, flexibility and results at lower.

SOLUTION: *Enabled High-Value Support*

- Quickly located agents already knowledgeable about client products.
- Eliminated need for upgrading client system and in-house training.
- Avoided use of costly IT resources and delays to integrate systems.
- Technology ensured consistent customer service across all channels.
- Shorter preparation time provided immediate value to client.

RESULTS: *Raised Performance within Budget*

- Increased average order value \$22 per call.
- Produced \$88 million additional top-line revenue over 4 million calls.
- Reduced call center operating expenses by 24%.
- Improved customer satisfaction scores by 5%.
- Improved first-call resolution rate by 50%.

“Tapping into Working Solutions’ agent pool enabled us to be extremely selective about experience. That translated into an average increase of \$22 per order, dramatically increasing our bottom line.”

*- Vice President of **Customer Service***

WINNING NEW CUSTOMERS. RAISING ROI.

Controlled costs—plus delivered premiere service to newly acquired, high-end clientele.

Framing the challenge



A FORTUNE 500 supplier of office products faced competing business priorities in serving two distinct customer segments. Providing premiere service to newly acquired customers—while controlling costs—would require looking at non-traditional sourcing.

Talent and technology



Working Solutions designed a comprehensive solution, selecting a team of sales experts with industry-specific knowledge from its U.S. pool of specialists. It also offered technology that delivered a more consistent experience across all customer channels.

Problem to opportunity



Having a good grasp of the client’s products, the sales team cut preparation time and delivered immediate value. The solution also eliminated costly operational upgrades, staff training expense and system integration delays.

ABOUT US

With 20+ years of success, Working Solutions is a recognized leader in home-based call center solutions. Fast and fluid, our workforce of sales, customer service and technical experts is on demand for your brand.

CONTACT

Take the next step
866.857.4800

sales@workingsol.com
workingsolutions.com