

FROM BIG CHALLENGE TO BIGGER BENEFITS

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

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 cost.

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.

\$22

Increased average
order value

50%

Improved
first-call resolution
rate

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.



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