



Case Study

Top Streaming Company Nets Revenue and Cost Savings

As call drivers shift, ResultsCX outperforms in saves and retention

The Client

For 15 years, one of the nation's most popular media subscription services has trusted ResultsCX to deliver an outstanding customer experience on its behalf. Our dedicated agent teams handle inbound and outbound sales, customer saves and retention, and general inquiry support.

The Challenge

ResultsCX takes pride in being a vested partner that delivers value beyond expectations. So, as call types and customer demand shifted, we needed to identify ways our client could access new revenue and savings opportunities. Based on an increase in cancellations, new customer save strategies would be critical to success.

The Action

ResultsCX was already outperforming all other contact center vendors for this client's saves line of business by 20%. Our analysis uncovered an opportunity for the client to reduce its overall cost per subscriber by improving customer save rates even more, and across the board. So, we presented insights and recommendations based on our analysis, secured the client's buy-in, and mapped a two-part strategy to boost saves.

First, we partnered with the client to pilot an enhanced saves-nesting program for new agents with an additional focus on the features and benefits of higher-priced packages. We also established a goal to improve agents' speed to proficiency through a standardized structure of support, development, and goal setting.

ResultsCX's Q Plaza Philippines team launched the enhanced nesting curriculum, working closely with our client to make adjustments that would maximize effectiveness. These efforts included adopting ResultsCX Grad School (nesting) standards for agent-to-coach ratios and conducting call driver-specific discussions.

The second part of our saves improvement strategy was a coordinated effort between our quality, management, and training functions. Saves-specific agent scorecard adjustments were rolled out alongside targeted training to reinforce agent behaviors correlated to saves successes. Site operations teams were able to manipulate scorecards, thus narrowing focus to the behaviors correlating to desired outcomes.

The Outcomes

The ResultsCX Philippines site's **enhanced nesting program drove a 6% increase in new hires' save rates and reduced new agents' speed-to-proficiency from 12 to nine weeks – a 25% reduction.** The outstanding results led to a full enterprise rollout of the curriculum.



ResultsCX locations dominated care and retention scorecard month over month, sweeping 2020. Overall, when compared to the previous year, ResultsCX saved approximately 23,000 more customer cancellations than all other contact center vendors averaged, yielding \$1.27 million more in saved revenue than each of our competitors.

In addition to the improvements in Saves rates, the initiatives improved MER (month equivalent revenue) rates. Agents were better equipped to save the customer while also increasing customer spend packages; ResultsCX became the top MER Partner in 2020 (Q3).

“ResultsCX continues to be a partner of choice ... Along with ResultsCX's seasoned and strong leadership team, both (agent) groups respectively rank in our scorecards month over month as our top vendor between both lines of business.”

~Associate Director, Inbound Sales & SCT Operations



Conclusion

When the pilot proved successful, the client established the new nesting program as a standard, not only for ResultsCX but also for its other contact center vendors. While improving saves and revenue rates, ResultsCX was also the Top Partner in Saves Disclosure Compliance in Q3, achieving a 4% higher score than the enterprise average.