



Case Study

Changing Training to Mitigate Staffing Shortages and Other Challenges

Innovation pays off in shortened onboarding time, engagement savings, and AHT improvements.

The Client

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

The Challenge

During the beginning of the COVID-19 pandemic, our client experienced an agent shortage due to national stay-at-home orders and a simultaneous surge in customer support needs. With this unexpected growth in agent demand, the need for recruiting and onboarding was imperative.

Our people and technology resources had the inherent versatility and scalability necessary to achieve business continuity without sacrificing the quality of the customer experience. We changed our focus, positioning an appropriate number of agents capable of being equally effective onsite or working from home.

The Initiative

Recognizing that staffing levels and call volume were suddenly critically out of sync, we estimated that 130 agents needed to be onboarded to the account. A coordinated effort between the ResultsCX Relationship Management, Workforce Management, and Training teams quickly identified areas within our workforce with immediate agent availability.

Next, we developed an aggressive strategy to transition, train, and cross-train all agents within a five-day window. Within this abbreviated timeframe, agents would need to be equipped to handle multiple call types, including general inquiry and customer saves. Our Training team applied strategic curriculum adjustments to pare down new hire learning while simultaneously designing a cross-training program to develop universal agents.





The Outcomes

Our modified learning plan **reduced training time** for the team of 130 from **10,400 hours to 2,080 hours** with our adjusted training curriculum.

Expedited training for sales agents saved the client an estimated \$165,000.

In addition to reducing onboarding time and expenses, universal agents who graduated were skilled to cover all lines of business, which increased agent availability and gave us new capacity to fill staffing gaps.



12%
AHT Reduction

Throughout this transition, we achieved a consistent six-week reduction in average handle time (AHT) of 12%, effectively getting customers to resolution more than one minute faster than before.



Conclusion

Through creative and collaborative efforts, we were able to help our client protect its brand reputation at a high-risk moment in time. As a trusted partner to our clients, ResultsCX is committed to having every necessary resource ready to meet unexpected challenges and keep our clients' business on track.

Ultimately the combination of actions we undertook to address the pandemic-induced staff shortage paid off and further strengthened the trusted partnership we share with our client.

"ResultsCX continues to be a partner of choice... Along with ResultsCX's seasoned and strong leadership team, both (agent) groups respectively rank amongst top three site rankings in our scorecards month over month with 2020 as our top vendor between both lines of business."

~ Associate Director, Inbound Sales & SCT Operations