



Case Study

New Data-driven Approach to Customer Saves Nets Client Revenue and Cost Savings

Responding to a shift in call drivers, ResultsCX transformed agent onboarding and outperformed 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

As their 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, responding with new customer save strategies was 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, across the board.

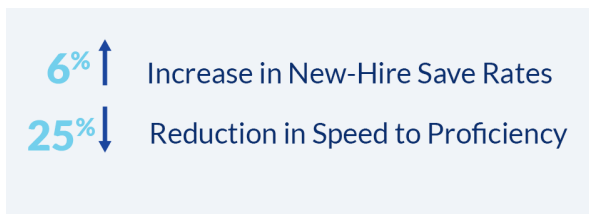
First, we partnered with the client to pilot an enhanced saves-nesting program for new agents, with an additional focus on the features and benefits of higher-priced packages. We also established a goal to improve agents' speed to proficiency through a standardized structure of support, development,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

ResultsCX launched the enhanced nesting curriculum, working closely with our client to make adjustments to 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 success. Site operations teams were able to use scorecards to narrow their focus to the behaviors correlating to desired outcomes.

The Outcomes

The ResultsCX 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 have dominated this client's care and retention scorecard month over month. Overall, when compared to the previous year, ResultsCX saved approximately 23,000 more customer cancellations than the average of all other contact center vendors, yielding \$1.27 million more in saved revenue than our competitors.

In addition to the improvements in Saves rates, the initiatives improved the client's MER (month equivalent revenue) rates. ResultsCX 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.