



Case Study

Customized Training Model for Work-at-Home Agents Benefits Retail Support Performance

Training and nesting enhancements fast-track new-agent speed to proficiency.

The Client

The client, a renowned Fortune 500 company, is a home improvement specialty retailer operating throughout North America and beyond. Since 2017, ResultsCX has been a valued partner providing inbound and outbound sales, inbound service, email, chat, and back-office support.

The Challenge

After transitioning the client to our ResultsCX Home Office work-at-home model, our Operations team analyzed agent performance and uncovered shortcomings in the new-agent group.

Reviews of our recruiting processes and new agent training uncovered opportunities to better equip new agents in training and nesting. The training methods that drove success for onsite agents were not yielding the same success levels in the ResultsCX Home Office environment.

The Initiative

To ensure ResultsCX Home Office agents received equally effective training and support as their onsite counterparts, it was necessary to enhance training and rebuild nesting, especially for how at-home agents worked.

Increasing support ratios during nesting is a go-to option for improving success rates, but it was not the sole focus of our enhancement plan. Our new model placed at-home trainees in virtual groups of five with a shared mentor or subject matter expert. One agent would take a call while the others listened and followed screens on ResultsCX's W@H technology platform. Following the call, the group would jointly review and discuss the call. This operation required agents to create a case for every call requiring follow-up. When reviewing a call and case with their mentor, new agents were trained on the follow-up process.

Agents in the new nesting processes took no more than five calls within their first days, receiving focused individualized support. Trainees reported feeling more in control and capable than before, thanks to the highly interactive learning environment. Twice-daily debriefs were implemented to ensure that any process or knowledge gaps were covered across the new hire team.

During Days 3 and 4, agents trained on targeted skills and best practices for case management and documentation. By Day 5, each agent handled six calls and had three reviews. Agents worked closely with their coaches and gained feedback before closing any instances. Week two followed the same outline, with agents taking more calls.

Our enhanced virtual classroom training surpassed the client's process standards with a pre-production certification requirement and expanded assessments. The content was carefully designed to provide agents with a complete understanding of multiple call scenarios and gave them the skills to deliver accurate resolution for each customer.

The Outcomes

With the new training strategies and processes in place and peak season approaching, overall VOC trended upward—even with a high number of new agents.

The new nesting protocols shortened speed to proficiency.

67% reduction in time required to meet AHT targets

50% reduction in time required to meet VOC proficiency

Agents achieved in Week 1 of production

11% ↑ ASAT increase

2% ↑ Boost in LTSA

These improvements remained steady throughout the following weeks.



"You (ResultsCX) continue to perform and increase your VOC week over a week even with new hires, great job!"

- Senior Manager BPO



"We are confident on how you are coaching behaviors, and it reflects the effortless experience with our customers."

- BPO Manager



Conclusion

ResultsCX empowered new agents to provide outstanding customer experience. We developed new and enhanced processes to improve the agent experience and drove wins for customer satisfaction and loyalty. Even with though the training enhancements were implemented midway through the ramp, ResultsCX ended the year with a significant overall performance improvement for this client.