



# PEDAL TO THE METAL

## A Case Study on Accelerating Growth While Raising Performance

### DRIVEN TO SUCCEED.

A fast-growing rideshare company needed to rapidly scale its customer support. Although they had the drive (wink!), they didn't possess the infrastructure or resources to do so. By turning to Alorica, with the necessary foundation and deep customer expertise to help, they added five new LOBs and ramped more than 600 agents in a year's time—all while reducing training time and driving their NPS and AHT scores up.

Here's a look at how they stayed on track—without ever hitting the brakes.

### THE CHALLENGE

- Fast-growing organization required flexible, rapid ramp-ups
- Had to hit aggressive Key Performance Indicator (KPI) goals
- Needed resources and infrastructure to scale

### THE OUTCOME

- **\$2.5M saved over 12 months** on reduction in classroom time
- **600 new agents onboarded** in less than a year
- **15% lift in NPS score**
- **Drop in handle time by 100 seconds** and **increase in productivity** by four cases per hour
- **Training time reduced** from 40 hours to 12 hours





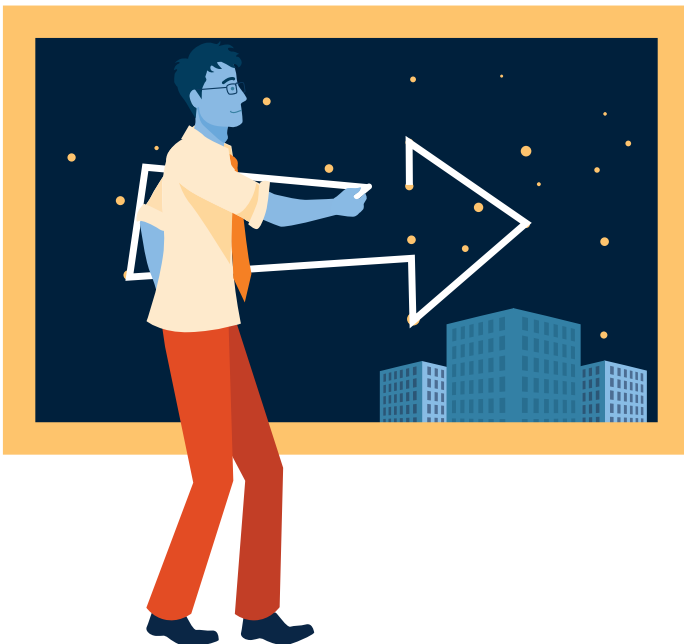
## THE CHALLENGE

### When to Speed Up, When to Slow Down.

While there was a learning curve on both sides, transparency and a willingness to learn from each other kept the momentum moving forward. “We thought we were agile, but our definitions were very different,” said the client. “They’ve actually taught us a lot about what it means to be truly agile.” On the flip side, the client learned a great deal from Alorica’s expertise in managing processes and improving metrics. And these activities sometimes required slowing down in order to allow time for questions and careful data evaluation before successfully moving forward.

“When the client first switched over to an NPS platform, they were unfamiliar with what was being measured, how they could use it, or how the different pieces—NPS score, training program and quality program—all impact each other,” the client said.

But we understood it—and so we dove in to help.



## THE SOLUTION

### Eliminate the “No,” Deliver the “Yes,” and Understand the “Why”

One of the client’s favorite sayings is “Eliminate the No.” That’s how they operate and what they expect from their partners. Although the timelines were extremely short for these ambitious goals, the Alorica team rallied to deliver fast wins by:

- **Understanding what was impacting NPS.**  
Alorica’s Customer Experience Transformation (CXT) team met with the client’s operations team on a weekly basis to analyze the data and better understand what was going on. For starters, we discovered that the QA assessments indicated that agents were doing a great job, but the NPS scores weren’t aligning with that data.  
In taking a closer look, our team pinpointed that the QA form wasn’t measuring anything relevant to NPS or first contact resolution—an important indicator of NPS scores. We also found that the client’s canned email responses were a detractor to their NPS scores.
- **Piloting new processes.**  
Once we understood the Why, we were able to launch new processes with the client to pinpoint what our agents could improve—all while showing the client which policies and procedures need to change to improve KPIs.
- **Anticipating the client’s challenges.**  
Our team was continuously learning how to “eliminate the no” and deliver on expectations. To help the client scale rapidly, our team analyzed the client’s foundational learning materials and collaborated to “cut the fat” from the training. This helped us to better align the learning to focus on the tools and content needed to provide strong footing for the agents. We built nine self-paced modules with complementary facilitator guides and participant materials to deliver a blended learning experience, and we also developed assessments to measure both skill and knowledge at the end of each topic, culminating in mid-terms and final assessments.



## THE OUTCOME

### Calibrating for Faster Proficiency and Performance Wins.

By piloting a new QA form, as well as an email program where 20% of the agents drafted personalized email responses (versus the typical canned responses), Alorica gained actionable insight into what was impacting NPS scores. These insights allowed us and the client to make changes that moved our NPS scores from the bottom of the stack to be the client's top performer.

Additionally, our willingness to step up to challenges—including onboarding 350 agents in less than two months while exceeding performance metrics—has shown that we have the motivation, expertise and scalability that our client needs to succeed.

Talk about driving home a win.

In any fast-growing business, the finish line is always moving further into the distance. But we're proud to celebrate these victories with our client:



**\$2.5M saved** over 12 months on reduction in classroom time



**600 new agents** onboarded in less than a year



**15% lift** in NPS score due to "email free response" pilot program



**Drop in handle time by 100 seconds**

and increase in productivity by four cases per hour



**Training time reduced** from 40 hours to 12 hours