



TRANSFORMING TECHNOLOGY

A Customer Experience (CX) Case Study

WHEN THE SCOPE FLEW OUT THE WINDOW, WE SWOOPED INTO ACTION.

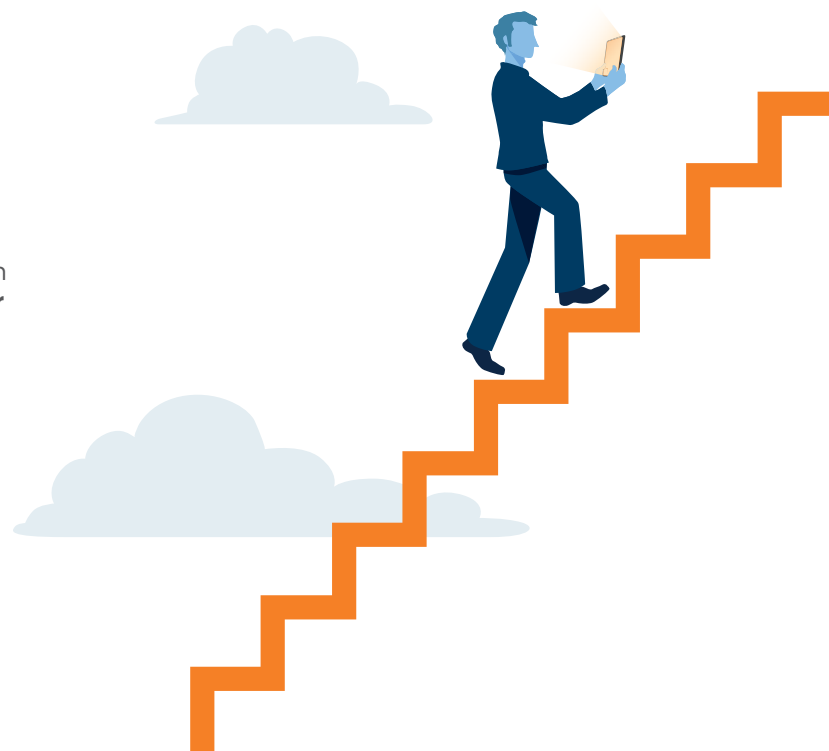
A major consumer electronics manufacturer saw immediate results and saved millions of dollars through a partnership designed to enhance the customer experience. Through improved and increased self-service and proactive resolution, the client experienced a nearly 15% decrease in phone support staffing over the course of 2015.

THE CHALLENGE

- Low self-service success rates
- High volume of support calls
- Broken registration process in retail units
- Confusing warranty information

THE OUTCOME

- Significantly increased **customer self-service**
- Reduced phone support **staffing by 15%**
- With millions of dollars saved, the client reinvested in infrastructure and tools to **further improve customer experience and agent workflow efficiency**





THE CHALLENGE

High Support Volumes were Impacting their Customer Experience—and the Bottom Line.

A major consumer electronics manufacturer was looking to improve the customer experience for both in-warranty and out-of-warranty desktops, portable computers and tablets, while also seeking to reduce the cost of providing customer support for these products.

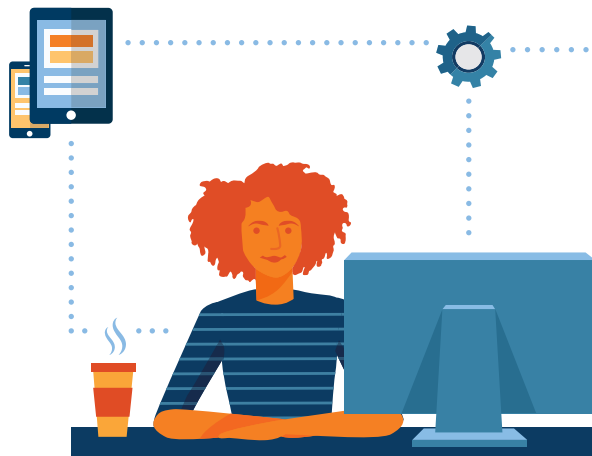
At the time, the manufacturer was receiving a high volume of technical support calls, but lacked an understanding of what was causing the volume or how to resolve it systemically. Alorica (through its subsidiary, EGS Financial Care, Inc.) was tasked with completely re-engineering the customer experience, streamlining operations and minimizing costs.

Energy drinks in hand, we were off and running.

Low Self-Service Rates, Age of Inventory, and Registration Issues Lead to a High Volume of Support Calls.

Before we began to recommend or implement improvement strategies, we first had to drill down to the root cause of the current situation. We began by applying a multistep approach that focused on three of the client's top product models. We reviewed call, survey and social media trends, investigated forums on the client's website, and examined other retailers' and online tech blogs. We then purchased one of each of the three product models and began replicating common support ticket issues to research the customer journey and target possible pain points.

Through our research, We uncovered several Key Issues:



ONLY
17%

of customers were currently attempting to self-serve prior to calling the support line. Of those who *did* attempt self-service, none had successfully completed a diagnostic test prior to calling.

82%

of the issues were resolved by basic how-to instructions or a technical support process involving fewer than five steps, for which public-facing content already existed.



THE SOLUTION

Highlighting Best Practices for Improving the Customer Experience and Reducing Support Call Volume.

Armed with data and insights of the customer journey, Alorica began formulating resolutions that would enhance the customer experience and reduce contact volume, which would in turn reduce support costs. These recommendations focused on how to improve the client's web portal and included:

- **Refining the self-service portal** by differentiating between “common users” and “advanced users”; restructuring general support to address top inquiries, organized by issue type or symptom; allowing users to read forums without logging in, and providing a better self-service experience for dispatches and parts orders
- **Clarifying warranty status** by providing better, more consistent and accurate explanations, and requiring customers to register their device while ensuring device ownership
- **Fixing the registration process** to certify it was not a barrier to the diagnostic tool usage for customers
- **Improving the diagnostic tool flow** by providing a “time remaining” or “percentage complete” status for customer diagnostics so fewer customers abandon the process before it is complete
- **Enhancing multi-channel options** so that the combined use of chat, forums and web portal provide dynamic, proactive and responsive options for the customer

THE OUTCOME

Improved Self-Service Leads to Reduced Cost and Enhanced CX.

The client experienced an immediate decrease in the call volume for both in-warranty and out-of-warranty support lines. The trending decrease allowed the client to plan a queue consolidation that reduced their overall phone support headcount by nearly 15% within the year.

Working with Alorica saved the client millions of dollars annually and allowed them to reinvest in infrastructure and tools to continue improving their customer experience and agent work-flow efficiency.

Thanks to the success of the program, Alorica was recognized at the client's vendor forum and introduced as a key strategic partner, trusted to improve CX while also reducing service and support costs. Furthermore, we were awarded the 2015 CRM Excellence Award for CX Transformation by TMC and Customer magazine in recognition of the program's success.

Not gonna lie, that made us feel pretty good.