# CULTURE FIT
## A Technical Support Case Study

### THE CLIENT

A leading consumer electronics retailer sought to create a "universal agent" model by developing a customizable agent training program. The client's existing technical support associates had embraced a unique culture, requiring Alorica to develop a strategic program that would produce flexible, knowledgeable agents who could not only address a myriad of customer technical support channels, but could also assimilate to the existing culture.

### THE PROGRAM

The client required a custom solution to meet their staffing needs while maintaining the current branding and culture. We were charged with replicating the customer's distinctive environment, while also training and preparing agents to support a multitude of inquiries on phone, chat and video channels.

### THE SOLUTION

We got down and dirty, and constructed a custom agent training and development plan. We gathered agent feedback from existing technical support programs in order to determine pain points, and seeded experienced agents from those programs to aid in training the client's new, universal agents. We also developed a Consumer Products Center of Excellence, which in time became a dedicated location for analyzing and enhancing program capabilities.

The new universal agents improved the subscriber experience by reducing transfers, which resulted in higher first-call resolution rates. Additionally, the program enhanced the level of technical knowledge each agent possessed, and also provided a flexible environment for new business service development.

### THE RESULTS

Our solution consistently met – and often exceeded – key performance targets, and the client chose to implement this program across subsequent (and numerous) lines of business.

- Alorica was named #1 in Agent Effectiveness (agent ability to resolve)
- Alorica is the top provider for Net Promoter Scores for the client, with a 67% NPS increase in the first six months of implementation
- The client incorporated Alorica's universal agent solution throughout their partner network

### THE BASICS

**Start date**
April 2013

**Solutions**
Tier 1-Tier 3 Technical Support

**Location**
Domestic

**Commitments**
Outperform other vendors by more than 10%
Meet and exceed target Net Promoter Scores