

## Success Story:

**Elevating  
customer contact  
to the next level**

### Contact Center Outsource Management for a Leading Financial Institution

#### Opportunity:

A leading financial institution, feeling the need to augment their existing internal staff, enlisted eStrategy3's services to help them manage their contact center campaigns. Their goal was to ensure that their programs received detailed management from professionals with call center experience and to enhance productivity through observation, analysis and the implementation of best practices.

#### Solution:

In order to augment the client's existing resources, eStrategy3 was tasked with the day-to-day vendor management of the client's campaigns.

- eStrategy3 worked closely with both the client and the agency during the campaign implementation process to ensure that all parties had a clear and consistent understanding of program requirements and objectives.
- eStrategy3 managed time lines and scheduled communication to facilitate the implementation.
- eStrategy3 participated in script and training curriculum development as well as data audits and testing prior to campaign launch.
- eStrategy3 attended call center training along with the client representative and facilitated training along with the call center trainers.
- Once the campaign was launched, eStrategy3 performed the following management services on a daily and/or weekly basis, always mindful of keeping all parties in communication with one another:
  - Review of daily statistical reporting.
  - Compilation of comparative reports and statistical analysis for the client.
  - Game planning sessions with the call center to improve performance.
  - Review and recommendations relative to scripting.
  - Multiple weekly call center monitoring sessions with documentation of results in the eTrak3 monitoring database.
  - Weekly progress summary reports created for the client.
  - End-of-program summary analysis created along with strategic recommendation for future campaigns.

#### Results:

- The campaign was completed successfully, meeting or exceeding statistical goals in the time frame allotted.
- eStrategy3 provided performance enhancements which assisted the call center in increasing positive results.
- The client was able to maintain a detailed oversight of the call center activities without straining its existing resources, allowing its own personnel to focus on other important internal tasks.