

## Success Story:

**Elevating  
customer contact  
to the next level**

### Customer Service Assessment for a Wireless Service Provider/Distributor

#### Opportunity:

A distributor and logistics service provider for the Wireless Communications industry wanted to fully assess the efficiency of its call center practices. The objective was to identify opportunities and implement process improvements within the call center as well as in other functional areas associated with the call center's activities.

#### Solution:

eStrategy3 dedicated a full-time consultant to be on-site at the client's inbound call center on a daily basis for approximately 4 months.

During this time, a detailed evaluation was conducted to understand the personnel and the steps involved in serving customers as well as the flow of internal communication. Based on this evaluation, eStrategy3 provided recommendations and implemented procedural changes in the following areas:

- Call center service technology
- Processes/procedures for customer support services
- Productivity measurement
- Call center workforce management
- Quality assurance and call center monitoring
- Customer service training and representative compensation

#### Results:

- The business process was streamlined to eliminate unnecessary paperwork and processes, for a substantial cost savings.
- Each functional area became more accountable to other areas for their functions.
- Communications between areas was improved.
- The call center became more focused and accountable on increasing revenues as well as customer satisfaction.