

## Case Study

# Operational Transformation Protects Streaming Media Brand Against Market Staffing Challenges

### The Challenge

Surge in customer support demand strained existing CX operations, including:



Agent shortage at time of expanding need



Increase in sales and customer service volumes



Difficulty recruiting and onboarding new agents

### The Outcome

Transforming agent coverage, availability, and onboarding also improved performance outcomes:

**80%** Reduction in Training Time

Adjusted curriculum reduced training time from 10,400 hours to 2,080 hours

**\$165,000**

Linked to expedited training for sales agents



**12%** AHT Reduction

Consistently lowered time to resolution by one minute on average



Helped client protect its brand reputation at a high-risk moment in time



Further strengthened trusted client partnership

### The Initiative

Business continuity and customer experience quality enhanced as operations team:



Identified available employed agents equally effective working onsite or at home



Adjusted curriculum to pare down new hire learning



Employed cross-training program to develop flexible universal agents



Enhanced ability of team to cover and fill staffing gaps



Transitioned and cross-trained all agents within a five-day window