

Case Study

Improving Support Satisfaction and Metrics for Media/Entertainment Client with Outbound Calls That Resolve Chat Interactions

The Challenge

Swift resolution via chat is a challenge for some customer needs



AHT too high for complicated troubleshooting/billing issues



Customer Experience suffers when communication is unclear



Resolution harder to achieve with communication misunderstandings

The Outcome

Resolution-Centered CX made customers happier and helped agents be more effective



CSAT scores increased by 8 percentage points on average when offering to call the customer



Issue Speed to Resolution increased



Improved overall customer experience with additional option for resolution



Reduced AHT by 100 seconds



Agents become more efficient at resolving chats and increased their overall CSAT

The Initiative

Offer customers an outbound phone call to speed issue resolution



Define criteria for use cases on Chat to Call (i.e., long chat, complicated billing, lengthy troubleshooting, miscommunication, etc.)



Train control group agents on outbound dialing and when to offer Chat to Call



Track CSAT daily on Chat to Call to assess overall impact



Increase agents' comfort level in transitioning to a voice contact



Provide a better overall customer experience as reflected in CSAT scores

"Because of my ongoing issues, [the agent] asked to call me to help resolve the issue. She stayed on the phone while I verified all services on the bundle worked."

- Customer comment