CONSUMER ELECTRONICS MANUFACTURER TRANSFORMS OUTSOURCED SUPPORT

A METRICNET CASE STUDY

CASE OVERVIEW

A leading consumer electronics manufacturer faced significant challenges with its outsourced support center. The primary issues were high costs, low First Contact Resolution (FCR), and a vendor that operated merely as a "log and dispatch" service desk. This approach was not only inefficient but also detrimental to customer satisfaction and operational costs. To address these issues, the manufacturer undertook a strategic initiative, focusing on benchmarking and contract renegotiation, to enhance the performance of its support center.

KEY CHALLENGES

- The support center was not meeting the required standards, with low FCR and high costs.
- The vendor's "log and dispatch" approach was inefficient and not aligned with the manufacturer's goals.
- The support center was experiencing a high rate of agent turnover, affecting service consistency and quality.

STRATEGIC APPROACH

- Partnering with MetricNet to benchmark the support center's performance against a peer group of comparable organizations.
- Leveraging the insights gained from benchmarking to renegotiate the contract with the vendor, focusing on performance improvement and cost reduction.
- Guiding the vendor to shift from a "log and dispatch" model to a more effective and customer-centric approach.

KEY OUTCOMES

- Achieved a more than 12% reduction in vendor prices.
- Agent turnover was halved, improving service consistency and knowledge retention.
- FCR rates improved dramatically, nearing 90%.
- Customer satisfaction levels reached 92%, reflecting the improved service quality.
- ASA was reduced by over 30 seconds, indicating more efficient call handling.

CONCLUSION

The consumer electronics manufacturer's focused approach to addressing the inefficiencies of its outsourced support center led to remarkable improvements in both performance and cost-effectiveness. By employing benchmarking as a tool for understanding and setting performance targets, and renegotiating the vendor contract using these insights, the manufacturer not only enhanced the quality of customer support but also achieved significant financial savings. The reduction in agent turnover and improvements in FCR and customer satisfaction are testaments to the success of the initiative. This case study exemplifies how strategic analysis and targeted actions can transform an underperforming outsourced service into a high-performing, cost-effective operation.

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