

IT CUSO TRANSFORMS SERVICE DELIVERY WITH BENCHMARKING

A METRICNET CASE STUDY

CASE OVERVIEW

An IT Credit Union Service Organization (CUSO) faced significant challenges from its credit union partners, who demanded lower costs, improved Average Speed of Answer (ASA), and higher Customer Satisfaction (CSAT). The CUSO struggled with weak metrics and reporting discipline, and its value proposition was not effectively communicated. This case study outlines the strategic steps taken by the CUSO to address these challenges, improve service delivery, and demonstrate a strong return on investment.

KEY CHALLENGES

- Credit union partners required reductions in operational costs while expecting enhancements in service quality.
- The organization lacked robust systems for measuring and reporting key performance indicators.
- The CUSO's value to its partners was not clearly articulated, leading to misaligned expectations.

IMPRESSIVE RESULTS

- 13% Improvement in First Level Resolution Rate
- 16% Improvement in First Contact Resolution
- Over 50% Reduction in Average Speed of Answer
- 9% Reduction in Cost per Contact
- 140% Increase in User Self-Help
- Measurable ROI in Excess of 200%

CONCLUSIONS

By strengthening its metrics and reporting discipline, enhancing service delivery, optimizing operational efficiency, and clearly communicating its value proposition, the CUSO not only met but exceeded the expectations of its credit union partners. The substantial improvements in key performance indicators and the remarkable ROI achieved underscore the effectiveness of the CUSO's transformation strategy, setting a benchmark for service excellence in the financial services sector.

SUCCESS FACTORS

- By adopting more rigorous metrics and reporting standards, the organization gained a clearer understanding of its performance and areas needing improvement.
- Focused efforts were made to improve First Level Resolution Rate and First Contact Resolution, directly impacting customer satisfaction.
- The CUSO worked on reducing the Average Speed of Answer, thereby enhancing customer experience and operational responsiveness.
- A concerted effort was made to reduce the Cost per Contact, aligning with the demand for lower operational costs from partners.
- A significant increase in user self-help options was facilitated, empowering customers and reducing dependency on direct support channels.
- The CUSO revamped its communication strategy to effectively convey its value proposition to partners.

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