

CSA, Inc. / Southern California County Call Center Project Collaboration Success

Customer Service Advantage, Inc. is helping public sector agencies of all sizes transform themselves into champions of high-quality service delivery through our Proven Pathways™ approach to service excellence. Here is another example of how we recently helped several Southern California County agencies successfully prepare their staff to shift to a new call center model while improving both the quantity and quality of service provided.

Client Issue:

This client wanted to facilitate a smooth transition to a new centralized call center model while improving the quality of service they provide to their customers, allowing them to serve people more effectively and to increase the percentage of first contact resolution. Their objective was to focus on the quality of service delivery with the goal of ensuring that each customer would be served with courtesy, promptness, and knowledge about his/her particular situation.

CSA, Inc.'s Solutions:

- CSA, Inc. developed and updated several call center tools that enabled staff to effectively and efficiently assist incoming customer calls.
- CSA, Inc. delivered comprehensive customer service training to both call center staff and back-up staff focusing on the use of the call center resources.
- CSA, Inc. worked with the client to develop Key Performance Indicators (KPIs) for call center staff. The KPIs defined baselines and targets that guide daily activities as well as maximize positive customer experience and optimize accuracy within the call center.

Results:

CSA, Inc.'s engagement successfully familiarized the client's staff with the new call center environment. The client expressed that their Executive Team, their newly transitioned call center group, and the participants in the classes all had positive feedback on the tools developed by CSA, Inc. and that project management communication was very effective.

- CSA, Inc. developed four informational call center tools, provided training on the use of each, and delivered all contents and materials within the six months' project timeline.
- Feedback from the newly transitioned call center group was overwhelmingly positive, with call center representatives voicing that the new tools are much easier to use and that the training helped them be more confident and better prepared to handle their new workload.