

CASE STUDY: SERVICE DESIGN



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Fortune 200 Customer Centric Service Solution

Fortune 250 company was able to increase single-call resolution rates by 250%. Allowing their high level employees to double down on products and services.

Service Design

FORTUNE 200 CUSTOMER CENTRIC SERVICE SOLUTION

CLIENT PROFILE:

80024Support has a customer who is a global leader in supplying equipment and services to the scientific community. They employ more than 30,000 staff worldwide with annual revenues of \$10 billion, serving over 350,000 customers within pharmaceutical and biotech companies, hospitals and clinical diagnostic labs, universities, research institutions and government agencies, as well as environmental and industrial process control settings.

PROBLEM:

Service Model Not aligned to customer needs -- Our customer caters to a wide range of customers; one of the products they provide is a chemical analysis tool. This tool is an advanced diagnostic device and can analyze chemical compounds within a sample in real time using very advanced technology.

One primary user of this tool is the mining industry. Often times, these portable instruments are carried deep into a mine and are mission-critical to successful natural resource extraction.

To support this product, our customer had a small team of experts who resolved both front-line and more detailed issues with the product. The problem was that oftentimes this team was pulled away from the phones to work on projects and other issues. . . this resulted in many missed phone calls. When the team went to return the calls, oftentimes their users were (literally) underground and not able to take the call.

Across the entire organization, our customer uses a single measurement to evaluate success. A derivative of Net Promoter Score, the CAS (Customer Allegiance Score) measures satisfaction and willingness to promote our customer to their peer groups.

While happy with the products, our customer believed that the design of the customer experience was dragging down their CAS scores due to the inability to quickly address needs and not having a solution that was centered around the way their users functioned.

SOLUTION:

Customer-Centric Service Design – In working with our customer, everyone felt that the customer experience needed a redesign. While their internal resources were very skilled and had great expertise, they were spread thin and deployed in an environment that limited their ability to be successful with both the complex tasks and the front-line support.

Our solution involved building a front line team armed with the knowledge, process and workflows to resolve a majority of issues for the users. Complex issues that required escalation would be routed in a queue-based environment to the internal techs, allowing them to maintain focus on the more significant issues. Our teams were linked through technology and integrated tightly into a single function.

Mechanisms were put in place to ease communication and flow between the teams (who were on opposite ends of the country).

IMPLEMENTATION:

Once the design was approved, the implementation began. Within this implementation, processes were documented, workflows established and the team was trained on the products and common issues. Through our platform, these information assets were organized and the environment was created. The process took under a month to complete and our team was ready to begin providing service.

RESULTS:

This change was very well embraced by our customer's end-users. Within a few months, single-call resolution rates jumped by almost 250%. This number continues to grow as more processes are defined and a greater knowledge and empowerment shifts to the front line.

All-important CAS scores have also improved significantly. Within months the CAS scores for the group have improved by almost 65%. Over time, this service is being seen as a key differentiator of the product and is leading to market share gains against competitors within a competitive industry.

Our customer has seen multiple ROIs as a result of this redesign:

- 1. Customer ROI** – Customer Satisfaction has grown driving retention and share of wallet. In a close industry having strong promoter communities for their product has driven market share and revenue growth.
- 2. Team ROI** – Our customer's internal resources are now more fully utilized on important tasks and are driving more value on the development and product improvement side. Their satisfaction has grown and they are keeping valuable resources deployed towards mission critical tasks.
- 3. Cost ROI** – Our solution has been able to provide 24x7x365 coverage to our customer for less than 25% of what it would cost for them to deploy the solution internally.
- 4. Organizational ROI** – We have been able to introduce capabilities that did not exist prior to our engagement. This has made our customer better equipped to solve today's problems without having to invest in new technologies for tomorrow's service innovation.

CONCLUSION:

There is a direct cause-effect relationship between service design and effectiveness. Spending time on the solution with a customer-centric mindset can help all organizations work towards strategic goals of growth and customer promoter communities.

Oftentimes, a strategic solution costs the same if not less than supporting an ongoing poorly designed environment but also has significant upside when all the potential ROIs are factored into the analysis.

While it can appear daunting to try to do it all yourself, there are quality resources available through strategic outsourcing solution providers (like 80024Support.com) that can improve speed-to-solution, lower cost and reduce risk.

ACKNOWLEDGEMENTS



Tripp Kerr is Chief Operating Officer of 80024Support. Not only does Tripp bring almost 20 years of designing and engineering support organizations but he also has an extensive background in customer-centric business design. Tripp has executed customer service programs across a broad range of enterprise organizations that have enabled them to transform their businesses and the markets they serve.

80024Support is an industry leading Technical Helpdesk service company. In business for almost 25 years, 80024Support has provided world-changing support to customers of many leading technology brands. 80024Support brings a unique capability and expertise to these organizations allowing them to better serve the needs of their constituents.

Is outsourcing right for you?

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