



CASE STUDY // CONSUMER ELECTRONICS

Major U.S. Consumer Electronics Retailer

// Customer overview

This COPC Inc. client operates over 600 consumer electronics superstores in the U.S. and Puerto Rico, along with 800 other retail stores and dealer outlets in North America. The firm's customer service contact center handles all the organization's customer service calls including repair requests, inbound sales, outbound sales and general inquiries.

// Challenge

Early in 2007, the company began to note falling scores in service quality and overall satisfaction categories as reported by customers. The organization was also having difficulty accurately forecasting call volumes and seasonal staffing needs. COPC Inc. was asked to recommend strategies to improve customer satisfaction, streamline operations and boost call center sales.

// Solution

COPC Inc. began by conducting a benchmark review of the organization's processes and management structure to pinpoint critical needs. Once the core issues were identified, COPC Inc. constructed a new quality control process designed to elevate the company's management and customer service efforts. COPC Inc. consultants then trained the company's call center team members on techniques proven to enhance their effectiveness while generating increased sales.

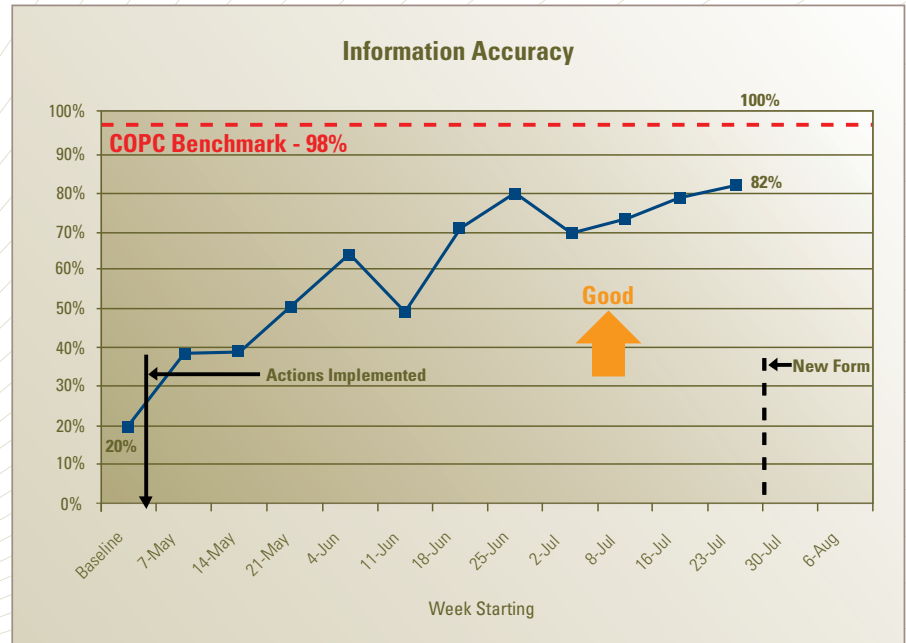
// Benefits

Within weeks of implementing the new processes, the client measured a vast improvement in customer satisfaction and service quality scores. Call center agents were able to reduce calls per incident, creating a better overall experience for customers. Forecasting and scheduling improvements were another big win. Call center agents were trained on proven strategies to maximize sales, including ways to reduce average handle times and improve closure rates. Sales jumped 10% in just five weeks, creating an additional \$500,000 in projected annual revenue.

"I could not have asked for a better performance improvement partner. The results we saw far exceeded our expectations."

"COPC opened our eyes to better understand how little our front line staff really knew about managing metrics to improve results. The insights gave our people the confidence to go back and approach things differently."

— Client Engagement Manager



Accuracy of information relayed to customers improved 62% in just 11 weeks.

Dramatic Performance Improvement:

- Received top customer satisfaction scores from 60% of customers
- Recorded 62% increase in accuracy of information shared with customers
- Achieved 98% appropriate handle time rating
- Confirming caller information increased from 29% to 80%
- Decreased average inquiry handle time by 20%
- Increased contact center sales by approximately 10% = \$500K in annual revenue
- Improved forecast accuracy from 32% to 63% in 3 months
- Reduced Quality Assurance staff from 10 to 4



About COPC Inc.

Customer Operations Performance Center Inc. (COPC Inc.) is the world's leading authority on service-chain operations management including performance improvement for buyers and providers of customer service, customer contact center, and business process outsourcing operations. Since 1996, COPC Inc. has helped more than 1,000 organizations in 50 countries improve customer service by using the COPC® Family of Standards, the industry's first and most comprehensive set of performance management operating models for customer service operations. Today, it remains the only performance-driven and industry-governed global best practices model that simultaneously increases both customer satisfaction and profitability. For more information, visit www.copc.com.

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