

Improving In-Store Support for a Leading Prepaid Wireless Provider



ABOUT THE CLIENT

Our client is a prominent American prepaid wireless service provider. They have a subscriber base of 10 million customers in the United States and a retail presence across 4,000 stores. As a key player in the telecom industry, they offer affordable plans and great service to their subscribers.

Challenge

Our client needed to improve in-store operations and enhance customer satisfaction by reducing the call abandonment rates for their internal service desk.

Poor Internal Support Impacts the Customer

Our client's internal service desk supports employees in 4,000 store locations with technical issues related to their point-of-sale system and other challenges. They faced a high volume of unanswered calls due to inconsistent schedules and a lack of cross-training.

This resulted in uneven call distribution and skill gaps among agents, leading to frustrated employees hanging up without receiving support. Business operations slowed down and customer satisfaction was negatively impacted.

To better serve their employees and customers, our client needed a partner to provide expert technical support and improve processes.

Solution

Evergreen transformed our client's internal service desk operations, decreased the call abandonment rate, and increased the quality of service.

Streamlining Operations

- Built a new scheduling system to guarantee coverage during store hours.
- Implemented comprehensive training programs to equip every agent with the knowledge to handle all types of calls.
- Established a space in Evergreen's internal delivery center to foster team collaboration and address space constraints.
- Increased review frequency by bringing on dedicated quality assurance (QA) analysts, leading to improved service quality and agent performance.
- Implemented an omni-channel virtual contact center to enhance efficiencies and elevate the user experience.

Evergreen has supported their service desk team since 2014.

85%

Reduction in Call Abandonment Rate

74%

Increase in QA Reviews

91%

Average QA Score