

Case Study

How Infojini Helped Its Financial Services Client Setup Robust Customer Support Ecosystem in 50 Days?



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The Challenge

One of our Financial Services clients in New York was facing attrition of customer support professionals and was finding it tough to maintain the ideal support turnaround time. The client dealt with financial products and their support center operated in a high call volume environment. As a customer-centric company in rapid growth mode, the client couldn't afford slow resolution and long average speed of answer.

With several experienced support workers leaving the profile in the past few months and the shortage of skilled professionals that could solve queries in a speedy manner, the client requested us to prepare a sustainable support setup for them. These were the client's main concerns:

- Prepare a robust and responsive customer support ecosystem
- Improve support turn-around time for customers
- Setup Robust policies to retain top performers
- Achieve higher customer satisfaction through better ASA (Average Speed to Answer)

Infojini's Solution

Infojini not only had to prepare a steady stream of customer support talent but also had to work on comprehensive retention and training programs with the client. There was also a need to develop a workforce plan that could enable people to do their jobs more efficiently and effectively, improve collaboration, and optimize operations on an ongoing basis. This is how Infojini helped the client setup a robust customer support ecosystem in 50 days.

1) Hiring Young Graduates from Local Schools & Community Colleges in New York:

For client's customer service team, we decided to hire new university graduates who were looking to get a foot in the door in the Financial Services sector. Fresh out of school, these candidates were comfortable with the customized training programs as opposed to experienced professionals. Our recruiting team already had tie-ups with several schools and we also decided to approach several community colleges in the area.

Infojini's Solution

These were some of the schools and colleges that we collaborated with:

- ASA College
- Bronx Community College
- LaGuardia Community College

2) Incorporating 2-Weeks Training Program for Ease of

Transition: We built a comprehensive 2-weeks training program with the help of our SMEs and client's project managers. This helped us train as well as acclimatize agents for the support environment before they were phased in. The focus on performance management and improvement also allowed us to identify opportunities to reduce handle times and improve efficiency.

3) Distribution of Workloads for Top Performers: One of the areas identified for employee retention was effective use of resources. Instead of using high-value people for Level 1 support, the top performers were assigned to Level 2 and Level 3 support which had fewer but more challenging calls.

4) Partnering with Local Meet-ups and Diversity

Associations: We also partnered with several local meet-ups and diversity associations to enhance our outreach. These organizations provided us with many valuable referrals which were then targeted through email, social media, and one-on-one phone calls. Some of the organizations that we collaborated with include:

- Customer Success Meetup
- NY Young Professionals
- Professional Veterans

5) Customized Screening that Focused on Behavior and

Personality: Our SMEs prepared customized assessment process that focused on candidate's behavior and personality. We used tools like HR Direct and Interview Mocha for the same. Our team also managed all the pre-employment screening including education, employment, drug, credit, and reference checks.

Results

- Recruitment of 14 new customer support professionals in 50 days
- Within 90 days of going live, the ASA had come down from 5 minutes to 238 secs (3min 58s)
- Abandon rate had dropped to 7.7%.
- Pipeline of 16 qualified professionals added to the nurture funnel

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