DRIVA SOLUTIONS

CASE STUDY

Regional gas & electric utility

Mobile and Fixed Broadband services

1 US state

2M customers

3,000 employees

CHALLENGE

- Reduce turnover in its customer service centers that always led to additional costs to hire and train new agents.
- Build supervisor coaching skills.
- Introduce customer experience (CX) metrics and increase CX levels, reduce complaints to regulators, and learn from customers.

APPROACH

- Developed balanced scorecard model to reveal performance along two axes: Efficiency and Effectiveness.
- Created best-fit metrics along both axes, showing each agent and each team trends over 3+ months, revealing agents whose performance was lagging (likely to churn) or rising (potential promotions) and supervisors whose team performance was lagging or rising.
- Training company to take over the model, adding new CX metrics like post-contact surveys to the Effectiveness axis.

IMPACT

- Reduced churn for best performing agents.
- Spotted agents who were lagging early enough to attempt interventions to keep them engaged and onboard, and to improve their performance.
- Identified supervisors whose teams needed additional assistance or, in some cases, a new supervisor to lead them.

For more information visit us at www.drivasolutions.com or email us at info@drivasolutions.com

Driva (pronounced drEE-va) is derived from the Swedish word "to propel" or "to move forward." This word encapsulates the company's quest to bring actionable ROI-based solutions to address the challenges of increasingly demanding customers and the complexity of running today's local and global customer support operations.