

A COMMUNICATIONS AND ENTERTAINMENT LEADER IN NORTHERN CANADA

TELECOMMUNICATIONS, MEDIA & ENTERTAINMENT

This client is a telecommunications company, headquartered in Yellowknife, Northwest Territories, Canada. They are a subsidiary of Bell Canada Enterprise and serving Northern Canada – which covers one third of Canada’s land mass and also the largest operational area in the Western hemisphere.

We provide customer care, billing, and provisioning support to their residential customers. Working with the company’s group, we have quality assurance processes and reset the bar for productivity standards.

Project Date:

August 2012 - December 2013

SITUATION

The company was in need of a partner to provide inbound customer care, billing and provisioning support. Their in-house team were having difficulty meeting their service levels and they were looking for a partner to help reach their target levels.

SOLUTION

The goal was to reduce calls being escalated to the their corporate office. ACI is experienced with de-escalation scenarios and provided agents who were able to diffuse the situation, deal with the complaint in a timely fashion and offer solutions to resolve client concerns.

To provide the best support possible to the clients, the agents were trained to educate customers on how to use various internet and telephone features. They were able to explain the differences between all packages, the benefits of each and suggest the “best” package options for the customer. Customers were also encouraged to sign up for E-billing and pre-authorized payments to avoid unnecessary charges.



RESULTS

The implementation of the ACI team resulted in increased productivity for the client. The ability to provide solutions at the agent level meant that referral calls decreased and resulted in less escalations and higher FCR rates.

ACI consistently achieved quality scores higher than the in-house team. Consumer education and support to help clients choose services that best suited their needs helped to decrease customer complaints.



"I am writing to thank you and your amazing team for their outstanding support of our Business Services Call Centre needs. From your RFP response through to your delivery of services, Advantage Communications wowed us! Your team came out heads above the other RFP responses as you were the only team that truly keyed into the needs of our company. We are the telecommunications company for Northern Canada with truly unique needs – from language to services – and ACI researched those needs, responded to them and delivered exactly the customer experience we were looking for.

Also, your flexibility to deliver to our specifications, in the timeline we needed was unparalleled in my experience dealing with 3rd party outsourcers. In short, we went looking for a partner and truly found one in ACI. [We] will absolutely continue to utilize ACI services as our needs arise and please, if you require a reference of your stellar services, do not hesitate to contact me."

CONTACT

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