



Case Study Series:

Creating a CX-Centric Operation

A Customer-Focus Drives Bottom Line Results

Strategy Change Improves Operations and Consumer Lifetime Value

Client organization implements CX Focus throughout operation to drive service administration improvements from entitlement to claims.

Three fundament areas impacted:

- Business Model
- Technology
- Service Network



Refocus Business Model

Customer Success is Cornerstone

- Analyzed the customer journey, improving each touch point
- Empowered employees to be customer advocates and problem solvers at every step
- Vetted and onboarded a network of service providers using technology platform that improved service delivery and delivered a consistent, branded service experience
- Improved service operations with modifications to processes as well as technology which drove improvements in entitlement, service fulfillment and claims adjudication



CX-Centric Technology

Met Customers On Their Ground

- Provided omnichannel technology which supports consumers from POS to registration, service request, service fulfillment
- Dispatching technology matched the best service provider to every consumer job
- Improved transparency of service events with real time job status and technician location information
- Geared communication methods toward demographic preferences
- Enabled consumers to easily acquire value-added services such as whole home contracts, on premise set up and tech support via portal on any device



High Touch Network Management

High Standards and Real Time Performance Management

- Vetted every service provider ensuring safety and quality for consumers
- Ranked service providers based on specific criteria weighted to match the best provider to each consumer need
- Identified opportunities for network to provide value-added services, such as education, set up, technical support and even in person replacement for mobile devices



Results



Higher Customer Satisfaction

- Fewer dissatisfied consumers
- Positive NPS
- Faster time to service
- Higher first time fix rates

Lower Operational Costs

- Lower talk time
- Reduced labor and part costs
- Decreased product replacements

Increased Revenue

- Increased new product sales and renewal rates
- Increased ancillary sales including whole home and COD service delivery





Contact us to find out how OnPoint can help deliver great customer service experiences!

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