



Back Office Innovation

Continuous Improvement & The ALVIN

As an organization, STARTEK prides itself as one of innovation. Throughout our clients and lines of business, we have dedicated individuals, called Continuous Improvement Champions (CICs), who's primary responsibility is to identify areas of opportunity to improve client process and solutions, ultimately return value back to the client; this helps to reinforce our Trusted Partnership approach. Our CICs have created and implemented a number of successful changes over the years, but one specifically has perhaps had the most successful impact on a client.

Our client, an industry leading cable provider, had a problem – incoming trouble tickets were not being processed quickly or effectively. Tickets were averaging over 96 hours from receiving them to closing them, much of this time spent “parked” in the ticket queue, costing the client valuable time and resources, and lowering their customer's satisfaction. The challenge was simple – reduce trouble ticket times and lower costs, while increasing CSAT.

The solution – The ALVIN (Automated List Building & Volume Neutralizer). The ALVIN was a simple dialer and macro system designed to automatically reach out to the customer who had opened the ticket using a auto-dialer. If the customer answered, the call was immediately directed to a waiting service agent, if it was not, it was again but back into the calling queue. This not only eliminated the need for agents to spend their time dialing unavailable customers, but it allowed them to focus on the support service provided. The effects were almost immediate: trouble ticket queues dropped over 70%, CSAT improved due to the expedited handling of the ticket, and the client received a huge cost savings from The ALVIN's ability to reduce ticket times.

Industry awards and recognition:

- 2013 CRM Excellence Award, presented by CUSTOMER Magazine
- Prize winner at the 2013 IQPC conference
- Finalist for a 2013 ICMI Strategic Value Award



The ALVIN

Increase in CSAT as a result in the implementation of The ALVIN.



36 Hours

Average ticket times have been reduced to 36 hours, less than half of the original time.



70%

Pending trouble ticket queue reduced by 70%, increasing cost savings for the client.