



CASE STUDY

Seamless Transition and Rapid Results:
The Story of a Successful Vendor Change
to Avantive Solutions' Contact Center



OVERVIEW

Imagine the feeling of realizing your pet has gone missing. In moments of distress like this, every second counts. For pet owners across the nation, the significance of customer care for pet recovery services lies in addressing the heart-wrenching reality of potentially losing a cherished companion. It's not just about handling calls; it's about connecting quickly, having empathy, and helping take swift action for distraught pet owners.



Background

The pet recovery and protection service is all-inclusive, utilizing a microchip to register pets to a national pet recovery database. If a pet becomes lost, veterinarians and shelters can use a scanner to connect with the owner.

Our client understands the pivotal role of a contact center in providing services dedicated to the safety and well-being of pets. They also require the same timely handling of enrollment, subscription, and product inquiries to maintain their positive brand reputation.

For years, the company relied on a longstanding vendor to handle incoming calls, manage customer cases, and respond to email and social media inquiries. However, increased response times across the various channels, coupled with a rise in call handling escalations, were souring the customer experience. For pet owners anxiously seeking assistance, encountering prolonged

hold times, or being directed to voicemail only compounded their distress. This not only led to brand degradation but could also mean the difference between a heartwarming reunion and a missed opportunity to reassure worried owners.

The company set out to find a global partner with innovative solutions capable of providing 24/7/365 customer care within their program budget, and that's where Avative Solutions stepped in.

CHALLENGES

Transitioning from an incumbent vendor can be daunting in terms of the potential workload, but also from unknown challenges that can present themselves during the process.

KPI Overhaul

At the core of the change lay a set of key performance indicators (KPIs) that guided their program structure aimed at enhancing overall program service quality. Among these KPIs was the need to increase the number of calls handled by live agents, therefore increasing the Service Level (SL), reduce the incidence of abandoned calls resulting from frustrated callers hanging up, and improve the overall customer experience through process refinement.

Training Deficiencies

The reluctance of the previous vendor to support the transition posed a significant hurdle, requiring careful navigation and strategic planning. The client also discovered deficiencies in training, defined logical processes, and process documentation. While the documents included intricate flow charts, a lack of digestible content made it too complex to use during live calls, impeding agents' ability to navigate queries efficiently. A rewrite of these materials would be needed in order to have a successful launch.

Customer Experience

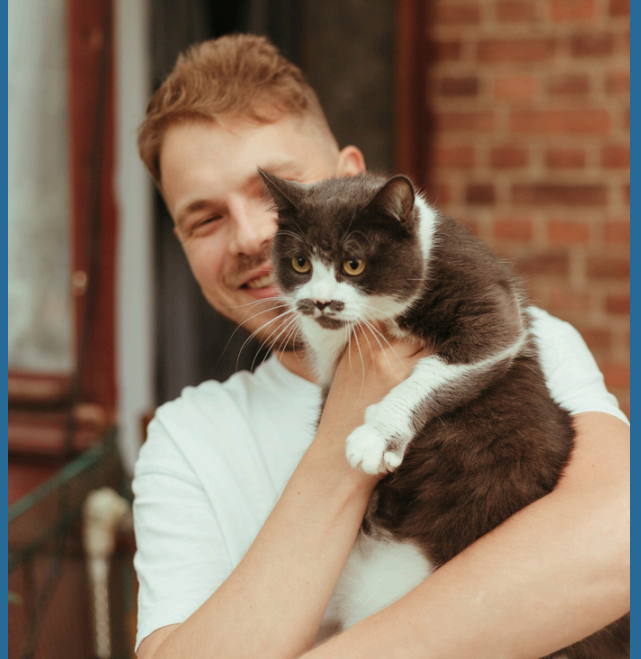
In addition to these internal challenges, the client had to ensure the transition did not jeopardize the customer experience in real time. They required a seamless vendor change that would roll out over two months without disrupting the delicate balance of customer expectations.

SOLUTIONS

Avantive Solutions devised a detailed three-phase strategy to address the client's challenges and implement effective solutions.

1

In the project planning and design phase, Avantive engaged all internal key stakeholders to establish clear milestones for the transition. Despite the previous vendor's lack of participation, Avantive Solutions created a robust project implementation plan with clear deliverables to ensure a smooth transition.



2

During the subsequent training and process documentation phase, Avantive conducted a comprehensive audit of existing materials, streamlining complex flow charts and integrating concise talking points through clearly defined documentation for live calls.



3

In the implementation phase, Avantive adopted a phased approach, gradually integrating its operations while simultaneously reducing the workload of the incumbent vendor. Through close collaboration with the client, Avantive identified process gaps and enhanced training materials to optimize performance.

RESULTS

As the transition progressed, tangible improvements in performance metrics became increasingly evident. By the end of the transition period, significant improvements across all key performance metrics were achieved, showcasing the effectiveness of the new processes and technologies implemented.

The number of calls handled by live agents increased by 7% compared to the same period the previous year. This boost in live agent interactions was crucial in providing immediate assistance to pet owners and addressing their concerns effectively. In tandem, the total number of incoming calls was reduced by 24%, indicating that more issues were resolved on the first call, eliminating the customer's need for repeat calls. Voicemail messages plummeted by an impressive 97%, reflecting the substantial enhancements in call handling efficiency and agent proficiency.

One of the most notable outcomes was the substantial decrease in the abandoned call rate. With the previous supplier, the abandoned call rate had reached 43.0%. Under Avative, this figure plummeted to 4.6%, well below the client's goal of less than 7%. Supervisor escalations also shrank by an incredible 90.9%. This dramatic improvement enhanced customer satisfaction and ensured pet owners in distress received the timely support they needed.

Avative also established a dedicated team to handle complex case types and streamlined processes to increase efficiency for more routine cases. This focus on specialized teams and process optimization ensured quicker resolutions. Avative averaged a mere 1.3 days for average case resolution versus the previous supplier's 9.1 days average. This drastic reduction in resolution time further added to customer satisfaction.

KPI	Client Goal	Previous Supplier	Avative Solutions
Average Speed of Answer	60 seconds	No data	32 seconds
Abandoned Call Rate	< 7%	43%	4.6%
Voicemails/Month	N/A	11,944	375
Escalations/Month	N/A	2,768	253
Case Resolution Time	N/A	9.1 days	1.3 days

CONCLUSION

The successful partnership between Avantive Solutions and their client exemplifies the impact of strategic planning, meticulous execution, and collaborative problem-solving. By leveraging Avantive Solutions' expertise in customer care, training, and operations, the client achieved remarkable improvements in call handling efficiency and customer satisfaction. The streamlined transition process and targeted changes propelled the client towards its goal of providing swift and effective pet recovery services, solidifying its position as a frontrunner in the animal health industry.

Inspired by this success story?

Get in touch with us to start your journey toward outstanding results.

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