



Product Support Expertise

Delivering World Class Results Earns “Partner of the Year” Distinction

The Challenge:

A 100-year-old global manufacturer of office products was in desperate need to improve their customer experience. Recognized as an industry leader, the client's Vice President of Customer Relations and Distributions had two clear objectives.

The 1st - For years they tried to manage customer care internally, but were faced with constant turnover issues and overall poor customer service. Early in the interview process, they outlined three main objectives to improve the customer experience:

- Increase service level measurement and handling of calls in acceptable timeframes
- Greater efficiencies in call handling while maintaining high quality and customer satisfaction
- Reduce cost of operational support while expanding hours of operation

The 2nd - A comprehensive suite of services that could match their culture and core values in the supply chain arena:

- Inbound customer care
- Tier I and troubleshooting
- Warranty authorizations / returns
- Email management
- SMS & client notifications

The Solution:

Five Star Call Centers customized a plan that would embrace their culture and family brand, while providing world class customer care to their clientele. Our implementation plan was developed to address their immediate needs while maintaining our focus on strengthening their brand by providing complete customer satisfaction with every call.

- Empowered agents with the freedom, knowledge and flexibility to provide first call resolution
- Developed strategies empowering agents the authority to authorize warranty returns
- Expand hours of operation by 12.5%
- Enhance the customer experience with timely, friendly, and professional customer care
- Developed customized data management and servicing platform to manage the customer experience and identified product enhancement opportunities

The Results:

Five Star Call Centers surpassed all operational expectations set forth by the client and in the process, demonstrated our commitment to becoming their clear choice as a strategic communications partner.

- Average speed of answer improved by 76%
- Service level improved by 49%
- Abandonment rate dropped from 14% to 3%
- Increased “first call resolution” by listening and solving customer inquires

- Reduce overall cost by improving credible product return rate from 20% to 90%

But this relationship was built on more than just numbers. With a committed partnership centered on operational excellence and strategic business planning, the client awarded its "Partner of the Year Award" to Five Star Call Centers in 2011, 2015, & 2017, citing our responsiveness, level of service and competitive pricing as the distinction between FSCC and their other 150 partners.

While honoring FSCC with the award, the client's vice president of customer relations and distribution shared his sentiments:

"Five Star Call Centers is responsible for resolving inquires and issues. As our consumers' first impression of the brand, Five Star Call Centers associates have to act as an extension of us, embodying our culture and core values. Through this collaborative partnership, we have been able to provide solutions that enhance our consumer experience and provide outstanding service to our consumers. Partnering with Five Star Call Centers is helping to give us a competitive advantage in the marketplace and ensures consumers' faith in our brand."