

# When a new product required more customer support, a telecom made a fateful call.

*¿Cómo puedo ayudarle?*  
Our bilingual customer call center outperformed the client's own operations.



# Our customer support outsourcing solution not only met or exceeded quality goals, but it reduced costs in the process.

## The Challenge

With customer service centers in Kansas and California, America's largest telecommunications provider had stretched its customer support operations to capacity. It had neither the room nor the resources to support a new major market offering. The company turned to us to deliver exceptional bilingual support of its new product. The challenge: Achieve a significant reduction in operational costs, with a consistently high level of service and quality, and launch the solution in less than two months' time.

## The Solution

Upon entering into an agreement with the client to provide bilingual (English/Spanish) customer care service for repair and maintenance of consumer accounts, we got to work. We chose to deliver services from our existing centers in Juarez, Mexico, where educated bilingual resources were readily available and could support a rapid program launch.

An intensive training program was developed to immediately build agent skill level in technical problem-solving and first-call resolution. (We support five call types, in both English and Spanish, utilizing multiple client systems and applications.)

## The Results

Since coming to us, the client has achieved all its desired goals. Our quality and performance levels have equaled – and in many cases, exceeded – those of the company's own internal call centers. And we achieved these results at much lower cost.

Among the impressive metrics we recorded were:

- Launched entire program in just 39 days
- Reached a high of 330 FTEs offshore in Juarez, Mexico
- Reduced AHT and after-call work by 28 percent
- Achieved average attendance of 96 percent, besting goal of 92 percent
- Minimized attrition to less than eight percent
- Achieved 104 percent quality goal.

You can learn more about us at [www.acs-inc.com](http://www.acs-inc.com).



**Sector:** Customer Care

**Solution:** Offshore Bilingual Customer Care

**Client:** Major Telecommunications Service Provider

**Challenge:** Expanded services at reduced cost with improved quality

**Results:** Skilled bilingual resources deliver increased customer satisfaction

## The Bottom Line

With its customer service centers stretched to capacity, America's largest telecom provider turned to us to deliver exceptional bilingual support of its new product. Launching our solution in just 39 days, we achieved a significant reduction

in operational costs, with a consistently high level of service and quality. The client has achieved all its desired goals. Quality and performance levels have equaled or exceeded those of the company's internal centers, and at much lower cost.