



eastlink

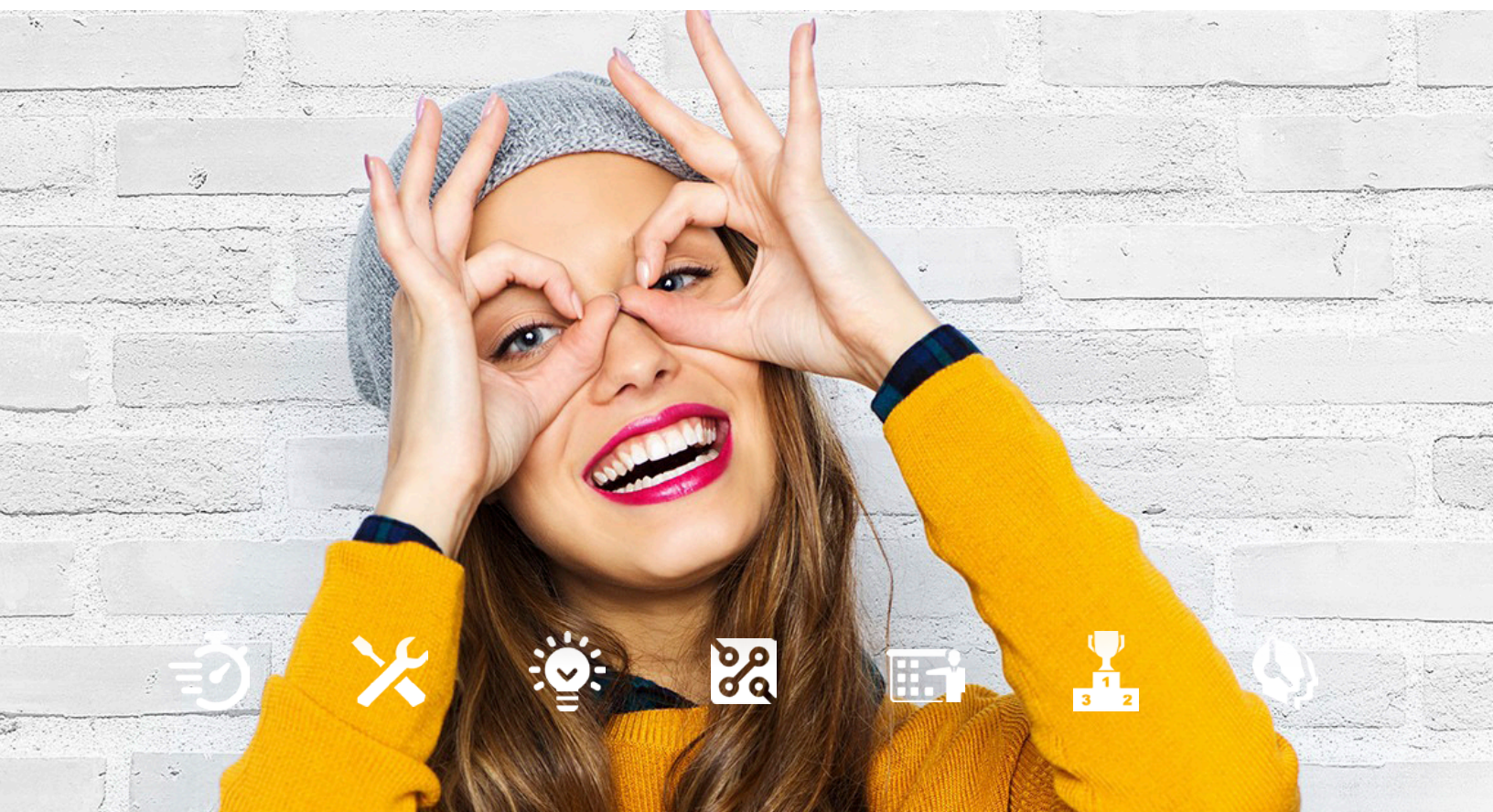
Canadian Telecom Eastlink reduces costs and boosts net promoter score with Advantage Communications' tech support solution.

CASE STUDY



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INTRODUCTION

Improving the customer experience and reducing operational costs can have a significant impact on a company's bottom line, and that's exactly what Eastlink wanted to achieve when it partnered with Advantage Communications Inc. (ACI).

By partnering with ACI, it was decided that one of the best ways to do this was to improve first-call resolution (FCR) through a team of "super agents". FCR is a call centers ability to address the customer's needs in a single contact, eliminating the need for the customer to follow up on their issue.

In essence, once FCR has been achieved the customer no longer needs to contact the contact center again about their resolution and a customer service representative will not need to follow up on the query. The issue is completely resolved.

FCR serves not only as a key performance indicator (KPI) for customer experience but also for operational performance and the efficiency of an organization's customer service representatives.

The higher your first call resolution is, the better your customer experience tends to be. Ultimately, this means your customers will be more satisfied, happier and more likely to become loyal to your brand.

In fact, a study from SQM Group found that for every 1% improvement you make in FCR, you get a 1% improvement in customer satisfaction as well. Not only that but, on average, customer satisfaction drops by a staggering 15% each time a customer has to call back about the same issue.

ABOUT EASTLINK

WWW.EASTLINK.CA

- Communications, entertainment, television and advertising services
- Recognized as one of Canada's 50 Best Managed Companies for seven years

GOALS

- Enhance quality control and elevate talent available for frontline calls
- Reduce costs and workload on Tier II staff
- Streamline processes as business lines expand and diversify

APPROACH

- Implemented streamlined Support Desk solution ready to adapt and grow in real-time
- Strategic skilling to enable call management at an individual customer level

RESULTS

- Outsourced Tier II staff reduced by 37% and Eastlink internal Tier II was also downsized
- NPS jumped to 42, an increase of 6%
- Customers served by multi-skilled "super agent"
- Up to 90% savings in continuing education and training costs

Growing rapidly in a competitive market, driven by a spirit of innovation, creativity and entrepreneurialism. Eastlink has grown rapidly since the late 90s, becoming the largest, privately held telecommunications company in Canada. Eastlink required a partner in outsourced tech support that could stay ahead of the curve, supporting the company's customers as its business lines expanded and diversified.

With competitiveness as a primary focus, it's critical for Eastlink to keep costs low while delivering best-in-class customer service. As the company introduced new technology and equipment, Eastlink needed an innovative technical support solution that would improve first-call resolution while controlling costs and reducing the workload on its internal Tier II department. Advantage Communications implemented a streamlined support desk solution ready to adapt and grow in real-time.



“SUPER AGENTS” ON THE FRONT LINE

The ACI Support Desk solution was designed to answer front-line questions and reduce workload for team leads at the contact centre and Eastlink’s internal Tier II department.

Previously, Eastlink was finding it difficult to backfill Tier II positions with talented agents as there was no Tier 1 pool in-house to draw from. With the ACI solution, all positions were filled by multi-skilled “super agents” who can answer any call type, on any product, from any line of business Eastlink offers. This strategy boosted the Net Promoter Score by 6%, bringing it up to 42 points - an enviable indicator of success in telecom customer service.

It was important for Eastlink to make these improvements to customer experience while controlling costs. By answering front-line questions, the Support Desk prevented unnecessary calls from reaching Tier II, enabling Eastlink to downsize its Tier II department and reduce costs. At the same time, ACI reduced its Tier II staff by two-thirds, bringing it from 28.5 FTE to 10.5 FTE.





A TRUSTED PARTNER IN PROVIDING CUSTOM SOLUTIONS

Eastlink has relied on Advantage Communications to provide the company with viable, innovative outsourced business solutions since 2003.

The partnership began with a simple service contract for after-hours support on a per-minute basis. Today, Advantage Communications represents several lines of business with a delivery team of close to 250 dedicated members across four sites, providing 24/7 customer support in both official languages.

EFFICIENCY FROM EVERY ANGLE

Drawing from the Senior Leadership team's high-level expertise in outsourced business solutions, Advantage Communications' customized Support Desk strategy was able help Eastlink successfully achieve its unique business objectives.

The Support Desk acts as a buffer between Tier I support and the client. Agents serve as a central intelligence hub to limit the number of calls being transferred up to Tier II support.

To fine tune the process even further, ACI utilized strategic skilling to enable call management at an individual customer level. Each agent is skilled to ensure customers receive the best service possible while simultaneously focusing on the need for overall efficiency.

"Advantage Communications delivers exceptional technical support to our customers.

The partnership is a natural fit, we're both Maritime companies that share the same philosophy when it comes to our customers, that is to deliver the best care and support possible."

DEBORAH S.
President of Eastlink



A hand is shown pointing at the fifth star in a row of five. The stars are yellow and the background is a gradient of yellow and orange. The hand is positioned on the right side of the page, with the index finger pointing at the star.

CONCLUSION

The ACI solution improved efficiency for Eastlink from every angle. Workload was reduced by 80%, freeing up time for remaining leads to perform coaching and administrative duties. By having all complex lines of business handled by one support group, Eastlink saved up to 90% in continuing education and training costs.

This skilled team helped to reduce unnecessary transfers by roughly 70%. With the team's expertise, agents are able to decrease dispatches by 15%, saving Eastlink a significant amount of money.



Advantage
communications

Established in 1996, Advantage Communications (ACI) is built on a cultural tenet that **'people are everything'**. And whether that means being an 'Employer of Choice' in the industry, or its philosophy that customer care is a brand-enhancing experience that should delight and impress customers, ACI is passionate about putting people first. With clients with over 400 FTE, as well as a number of long-term client relationships lasting over 15 years, ACI's people culture has proven itself with over 15,000 customer testimonials from successful partnerships.

Take its operations in Jamaica. Today ACI's Jamaican call centers employ over 1,000+ people across three locations in over 50,000 square feet of high-tech workspace.

Any Questions?

Let's start a conversation and explore the opportunity of working together.

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