

cxperts

Case Study

Industry:

Telecommunications

Location:

United States

Service Model:

Hybrid Support (Voice + Digital)

Duration:

12-month transformation initiative



The Challenge

A leading U.S. telecom provider was experiencing high churn rates in its legacy copper internet segments while undergoing a nationwide transition to fiber.

Despite aggressive infrastructure upgrades, customers remained dissatisfied due to:

- 01** Long repair times for copper outages
- 02** Negative Net Promoter Scores (NPS) driven by repeated calls and unresolved issues
- 03** Lack of agent ownership in critical billing and technical support scenarios
- 04** Poor segmentation in support workflows between fiber and copper customers

This disjointed experience was eroding trust, increasing cost-to-serve, and stalling progress in high-potential markets.

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cxperts Intervention

To reverse the trend, cxperts deployed a 3-pronged solution:

1. Smarter Call Flow Design

We restructured the IVR and routing logic to segment copper vs. fiber customers, ensuring faster access to the right resolution paths.

2. AI-Driven Quality & Analytics

Integrated CallMiner for near real-time conversation intelligence, enabling:

- Detection of high-friction moments (e.g., billing disputes, outages)
- Automated QA scoring tied to customer sentiment
- Early churn-risk signal detection

3. Agent Empowerment in Moments That Matter

We retrained frontline agents to:

- Take full ownership of the first call
- Show empathy during emotional triggers (e.g., extended outages)
- Navigate both technical and billing systems effectively

Support team KPIs were aligned to empathy, resolution speed, and coaching outcomes, rather than just handle time.

Outcomes (12-Month Impact)

KPI	Delta
Net Promoter Score (NPS)	+ 11 pts
Churn Rate (In Targeted Segments)	↓ 14%
First-Call Resolution (FCR)	↑ 10%
Repeat Contacts	↓ 18%
Annual Cost-to-Serve	↓ \$1.2M

Why It Worked

The cxperts' approach wasn't just about fixing a broken support model — it was about engineering confidence in a time of major tech transition.

By combining human-first training with AI-powered feedback loops, we helped the client reestablish customer trust, reduce operational waste, and future-proof its support as fiber adoption scaled.

Interested in results like these?

Contact a strategist at
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Or email us at
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