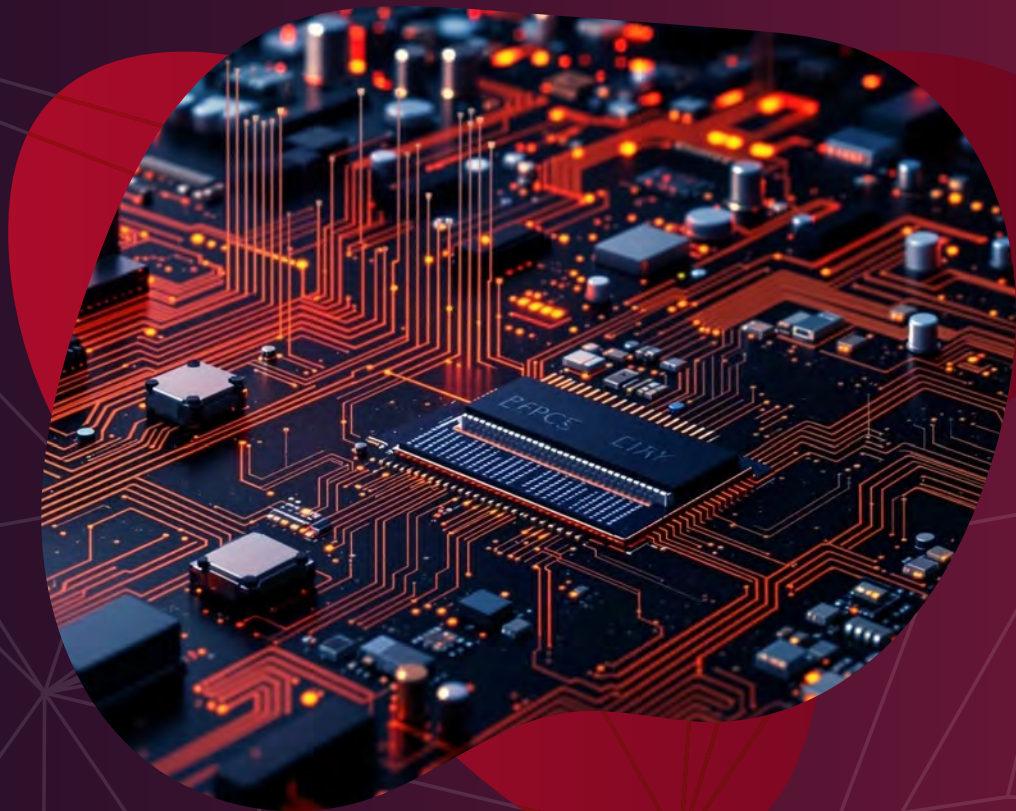


# cx·perts

## Stabilizing CX Performance and Transforming Quality Across all Contact Channels

Global Electronics Leader



# Client Overview

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**Client:** Global Electronics Leader

**Industry:** Consumer Electronics, Technology, Home Appliances

**Annual Revenue:** ~\$250B

**Region:** Global delivery model supporting U.S.-focused customers

**Programs / Services Supported:** Inbound Tech Support, Inbound Care, Outbound VOC, Warranty, New Product Launch Support, Retail Support

**Languages:** English-language support, with the capability to scale multilingual if required

**Timeframe:** Results achieved within the first 90 days, followed by multi-year expansion and contract renewal

**Compliance & Security:** Operations aligned with client security, data protection, and compliance requirements

## The Challenge

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The client's existing BPO partner was **underperforming across multiple KPIs, failing to meet contractual SLAs, and creating inconsistency across channels.** This instability affected customer experience, leadership confidence, and the brand's ability to support complex product ecosystems.

### Symptoms Behind the Metrics

- *Persistent SLA misses across tech support, care, VOC, warranty, and retail support.*
- *Slow response times that eroded client confidence.*
- *High agent error rates and inconsistent quality across lines of business.*
- *Underperforming new-hire programs and weak graduation rates.*
- *Limited readiness for upcoming product launches.*



## Our Approach

### 1. Execute a full operational takeover

Assessed gaps across support lines and rebuilt processes to restore SLA stability and brand confidence.

### 2. Transform training for faster proficiency

Redesigned learning paths so agents could reach KPI readiness faster and handle technical queues with confidence.

### 3. Reduce errors with structured quality systems

Introduced new QA frameworks, coaching loops, and calibration mechanisms that significantly improved accuracy.

### 4. Scale talent with precision

Exceeded recruitment and graduation targets, while driving retention to 98.5%, creating long-term operational stability.

## What We Built (in Weeks, Not Months)

- A quality engine that **reduced agent error rate by 91%**.
- Reengineered training to improve **post-training KPI readiness**.
- **Multi-channel support** coverage across **IB tech, IB care, OB VOC, warranty & retail**.
- **High-performance staffing** pipeline exceeding **recruitment, graduation & retention targets**.
- Operational trust model that **enabled renewed partnership and expansion**.

## Results

### First 90 Days

**91%** reduction in agent error rate.

**All major KPIs recovered and met consistently.**

**New hire graduation rates exceeded targets**

**98.5%** retention rate, stabilizing performance and tenure.

## Long-Term Outcomes

**40%** increase in client business following performance recovery

**2** year contract extension

**Training improvements accelerated KPI attainment, reducing time-to-proficiency.**

# Why it Worked

- **Quality-first philosophy:** Tight feedback loops, calibration, and ongoing coaching.
- **Training aligned to real-world complexity:** Faster proficiency, reduced rework.
- **Sourcing engine built for technical talent:** High accuracy + high retention.
- **Cross-channel visibility:** Consistent experience across tech, care, warranty & retail.

## Program Snapshot

**Channels:** Voice, Email, Chat, Outbound VOC.

**LOBs Supported:** Tech Support, Care, Warranty, Retail, Product Launch Support.

**Regions:** Global delivery supporting U.S. customer base.

**Languages:** English support with multilingual scalability.

**Quality & Training:** Redesigned curriculum, QA engine, coaching loops.

**Compliance & Security:** Aligned to client-required security and data protection standards.

**Retention:** Stabilized at 98.5%.

**Scalability:** Expansion-ready with 40% growth already adopted.

## What We Can Do Next (For You)

- Turn around underperforming BPO programs
- Deploy high-retention hiring pipelines
- Stand up quality engines that cut error rates >90%
- Strengthen training to accelerate KPI readiness
- Improve multi-channel performance across tech-heavy portfolios

[Book your CX Strategy Session](#)



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