



IT Modernization Services

THE QUEST FOR MODERNIZATION
STRATEGY, TECHNOLOGY AND EXECUTION



CONTACT CENTER/CUSTOMER CARE API HELPS CUSTOMER CARE ORGANIZATION BOOST PROFITABILITY BY 5 PERCENTAGE POINTS WITH MODERNIZED PROCESSES

Customer Profile

A global contact center and customer care organization serving Blue Chip Fortune 1000 customers was operating with atrophied business processes, which led to leaking revenue, rising expenses, and difficulty scaling and growing. By partnering with API to transform and modernize its business processes, they enhanced their competitive advantage, realized a marked ROI, and returned to a path of growth and profitability.

Challenge

After a 20-year trajectory of growth and profitability, the customer had reached a plateau in growth. Their existing processes and supporting technology were not optimally supporting key business functions essential to maintain a growing business. They lacked visibility into operations performance, impeding their ability to make measurable improvements, while their manual processes were error-prone, cumbersome, and costly. Productivity was down, agent attrition was up, and they were not seeing a path forward. With stagnant revenue and rising expenses, the customer turned to API to transform and modernize their business processes and supporting technology.

Solution

API initiated the engagement with an API HealthCheck across the company's core operating dimensions to pinpoint their precise challenges and create a roadmap forward with an expected hard-dollar ROI. The API team then created and launched a transformation and modernization initiative that included a data warehouse with business intelligence (BI) and data analytics capabilities. This enabled performance visibility, powered by workflow and process automation and controls designed to streamline operations, capture revenue, and stem the flow of

unnecessary expense. They integrated quality assurance (QA) protocols and artificial intelligence (AI), then globally sourced voice and non-voice agents to support scalability. Additionally, the customer opted for API's 24/7 monitoring and management support service to ensure its new process-driven IT applications were optimally supporting the business.

Results

By partnering with API to transform and modernize their business processes and supporting technology, the customer saw a 5-percentage-point increase in profitability. With complete visibility into financial and operational performance, they made a series of business improvements that both boosted revenue and cut costs. Plus, by automating their processes and simplifying workflows, they increased efficiencies, improved productivity, and minimized agent attrition and fraud. And with a scalable global model for agent deployment, the customer can now offer better continuity of service, which ultimately unlocks their competitive advantage.

“ API listened,
understood and
worked with us to
create and execute
a roadmap aligned to
our operational and
financial needs. ”

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