



# Micro Case Study

Contact Center

**CUSTOMER EXPERIENCE DRIVEN EMPLOYEE  
TRAINING PROGRAM BOOSTS ANNUAL  
REVENUE BY NEARLY 3M USD**

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## Contact Center



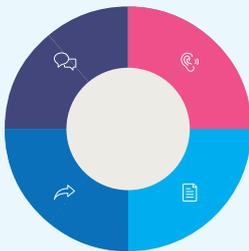
### Key Results

- 5% increase in overall CSAT
- 5% increase in agent knowledge
- 10% increase in agent friendliness score



### Company spotlight

- \$2 billion in annual revenue
- 14,000 employees
- 4 million customers
- 7 contact centers



### Challenge

To overcome stagnant CSAT in the contact center, this company knew it needed to do something differently. Through insights in the ResponseTek Listening Platform, they identified agent knowledge as a key driver of overall CSAT. Differences in agent knowledge contribute to an inconsistent experience for customers. One of the best ways to increase overall CSAT is to pinpoint which agents are driving down the score, and focus on specific improvements which will then drive up the overall average. With a minimal budget, instead of training everyone, they focused on underperforming outliers and implemented a micro training strategy, as advised by ResponseTek.

### Solution

Micro training is an individualized approach only applied to those that require it, where time and resources are not spent on those performing well. By looking at Agent Performance Scorecards and Team Ranking reports, the company easily identified the lowest 20% of agents by performance. These agents were paired with a senior agent who catered training based on improvements identified by customer feedback in the agent's scorecard.

Training involved improving both soft skills (communication, interpersonal skills), and hard skills (teachable abilities like understanding the latest promotion, product or service). The micro training strategy has effectively increased agent knowledge by 5%, and agent friendliness by 10% to collectively increase overall CSAT by 5%. An agent's ability to do their job well has improved as well as the added benefit of their ability to upsell and therefore drive revenue for the company.

### Results

With micro training in place, the company improved efficiency, boosted its revenue, and reduced customer service related costs:

- 5 hours of effective working time per employee per month was saved as a result of individualized training for underperformers
- Company increased revenue by \$3M in 12 months
- Saved \$100,000 in customer service costs in the first year

### What is Micro Training?

A need-based training approach that is facilitated one on one by senior agents with under-performing agents to help improve their performance scores.