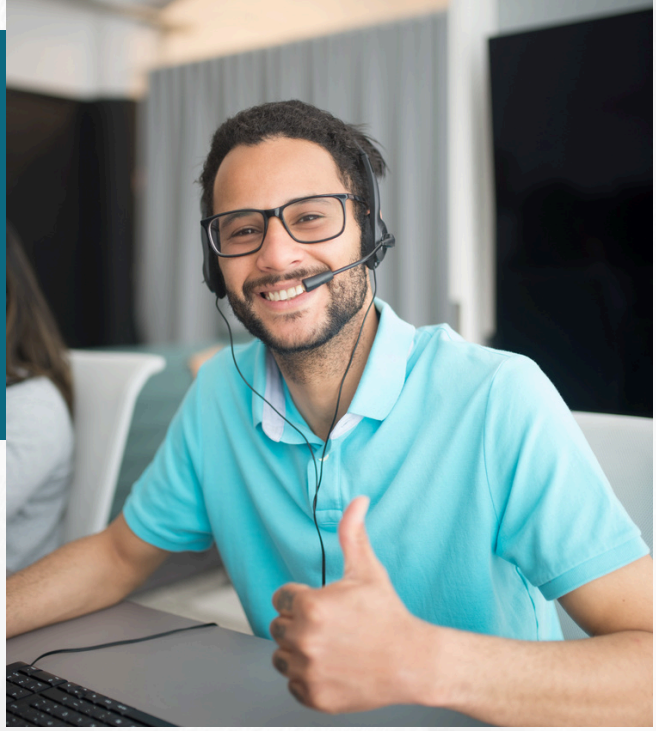
Contact Center Case Study

How CK Digital Learning owners helped call centers improve customer service and improve metrics via soft skills training solutions



ABOUT THE COMPANIES

Telecommunications, e-commerce, healthcare, finance, travel, and utility sectors partner with call centers for customer service, technical support, order processing, and complaint resolution to enhance customer satisfaction and streamline operations, all of which help to reduce costs.

CHALLENGE

Customer service representatives entering the contact center industry are tasked with learning new tools, systems and client products quickly during training. Soft skills training is traditionally very minimal, as there is an assumption that new hires already have these skills. However, this assumption proved incorrect as representatives **struggled to handle the unique challenges** presented within the different industries.

SOLUTION

The owners at CK Digital Learning Solutions developed **soft skills training** that was delivered in a blended format. Self-paced learning followed by reinforced trainer-led exercises helped representatives learn how to apply their newfound skills.

Listening | Rapport | Empathy | Communication

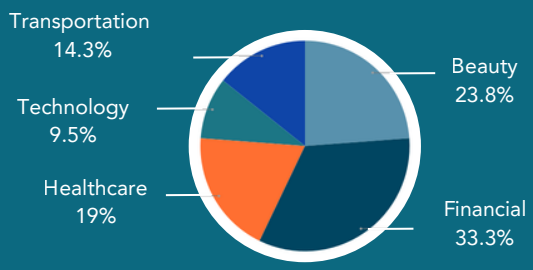
AT A GLANCE

CHALLENGES

- Lack of soft skills
- Unique customer challenges by industry
- Poor company metrics and upset customers

BENEFITS

- Improved call handling metrics
- NPS score of 71%



INDUSTRY BREAKDOWN

The call centers served a variety of industries, making the jobs of customer service representatives even more complex and challenging.

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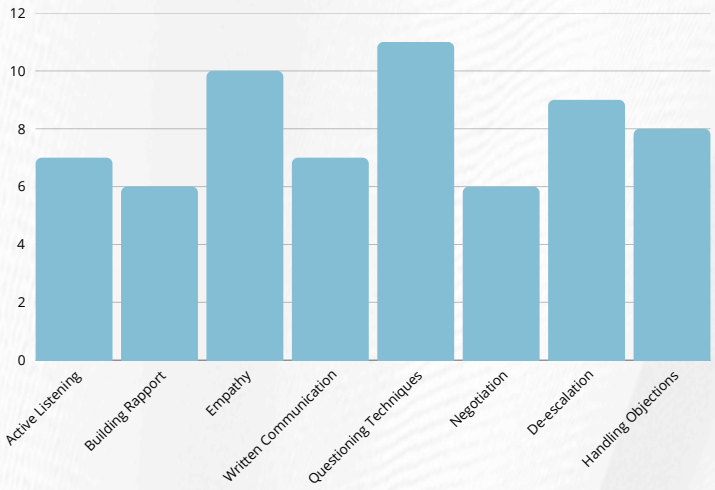
NPS SCORE

The net promoter score (NPS) is a market research metric that measures customer loyalty, satisfaction, and enthusiasm with a company, product, or service. The higher the number, the more likely customers are to recommend that particular offer.

Survey results from 570 learners show an **NPS score of 71%**, indicating that they considered the course satisfactory.



RAMP TO PROFICIENCY

Using the blended delivery approach allowed new employees to learn foundational topics through eLearning courses. They also attended trainer-led sessions to practice the tools, navigate the system, and role-play. These employees entered production teams with more experience and confidence, allowing for an **immediate improvement in customer satisfaction results within the first 30 days.**

CUSTOM COURSES THAT MEET UNIQUE INDUSTRY NEEDS

The call centers serve a variety of industries, making the jobs of customer service representatives even more complex and challenging.

Deescalation Techniques

Employees learn how to use active listening, empathy, and proper questioning techniques to make customers feel heard.

Written Communication

This course demonstrates how to use proper writing skills when corresponding with customers through email or chat channels.

Handling Objections

Employees learn how to use listening skills and get to the root of a customer's issue. Learners practice using the proper responses to lead customers to a positive outcome.