



Customer Case Study

Cellular South

An innovative player in a highly competitive market, Cellular South views the customer experience as a critical strategic differentiator

The nation's largest privately-held wireless provider, Cellular South's vision and core values are tied to delivering the best service in their region. Company management recognizes this as a challenging – but measurable – goal.

To help meet this goal, Cellular South instituted Vocalabs' real-time customer feedback service to gather high quality feedback from customers and measure the quality of its service. Real-time customer feedback is tightly integrated into Cellular South's daily business operations to drive accountability and continuous improvements in service and satisfaction.

Challenge

In the past, Cellular South utilized mail and interactive voice response (IVR) surveys to collect customer feedback about performance in their customer service and technical support contact center. Cellular South found both methodologies suffered from limitations including lag time, cost, and poor response rates. In addition, the survey tools did not provide timely, accurate and actionable data for service improvement and agent training.

Solution

Cellular South implemented Vocalabs' immediate live agent telephone survey service to replace its mail and IVR surveys. After success in the call center, Cellular South elected to expand the survey program to include retail store visits.

Cellular South customers are contacted by a live survey administrator shortly after an interaction with the company, such as a support call or retail store visit. The immediacy of the survey call has several benefits, including high survey response rates, rich data and valuable new insights, as customers provide feedback while the memory of the experience is still fresh.

Results

In the past year, Cellular South has realized impressive improvements in service quality and customer satisfaction through its real-time customer experience measurement program, including:

- Four percentage point improvement in customers' satisfaction with call center calls and retail store visits
- Twice as many retail stores now meet Cellular South's satisfaction targets
- First-call resolution has improved by five percentage points in the company's primary contact center

Cellular South managers cite real-time customer feedback as the key enabler in measuring and improving customer service levels. Retail store and call center managers review customer satisfaction performance by agent on a daily (and, in some cases, hourly) basis, giving them the ability to conduct effective root-cause analysis, provide immediate coaching, and listen to survey recordings with agents.

For Cellular South, real-time feedback is a win-win-win: more effective managers, more productive employees, more satisfied customers.

"Cellular South uses Vocalabs for satisfaction surveys in our call centers and retail stores in order to get real-time feedback on the metrics most important to our business.

The robust reports help us clearly determine how we can improve our customer service levels in specific areas and take action in a timely way."

—Jeff Richardson
Director, Customer Advocacy
Cellular South

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