



valorglobal®

## A Case Study:

How we achieved nearly 100% customer approval

### The Ask

A major content distribution and streaming corporation needed a BPO call center to upgrade the brand's existing customer support system. As a customer experience organization that has partnered with brands of every shape and size for almost two decades, Valor Global knew its existing structure and ecosystem could rise to the challenge.

### The Strategy

Although the client had not previously used international call center locations, Valor suggested that two dedicated teams — one in Phoenix, Arizona, and one in the Philippines — be implemented to fully support the large organization's customer base. Leaning on its innovative approach to problem-solving, repeatable solutions, and continual improvement, Valor employed a multi-pronged plan:

- **Hire agents who align with the brand's audience:** Valor didn't want just any call center agents. It wanted people who naturally fit with the streaming giant's customer base. To this end, Valor insisted that candidates:
  - ✓ Have specialized knowledge and skills for troubleshooting tech issues
  - ✓ Understand and appreciate TV culture
  - ✓ Be comfortable maintaining evening hours (most customers use streaming services later in the day)

This approach meant fully analyzing prospective agents and their skill sets and prioritizing qualities other than previous call center experience.

- **Avoid scripts:** Believing organic interactions lead to greater customer satisfaction, Valor wanted to focus training methods on solving problems empathetically and without formulaic communication. As such, agents became familiar with the client's content so they could create immediate rapport with customers (e.g., discuss favorite programs) during calls.
- **Use a mentor system:** To help bolster training, Valor leaned on its people-first approach and enacted a mentor program whereby experienced agents' only function is to support new hires throughout their first 90 days. This mechanism ensures agents feel empowered and supported and highlights Valor's commitment to a strong team environment.

## The Challenges

Implementing a successful, organic communication system meant teams had to manage multiple priorities, including:

- **Balancing tech speak** with practical communication skills
- **Maintaining agent proficiency** in programming questions, troubleshooting, and general customer service/billing issues (to avoid the hold times that come with specialized agents)
- **Increasing measurable efficiencies**, like average call length, number of completed calls, and average time in queue

Another hurdle came with the COVID-19 pandemic since Valor had no work-from-home systems in place prior to 2020. However, the pivot happened quickly and efficiently, with both the Phoenix and Philippines teams running remotely within one week. Low staff levels also became an issue during COVID, and teams operated at "code red" on a daily basis.

## The Results

Almost a year later, both Valor teams achieved a 97% - 98% customer approval rating. With this measurable success and the honor of receiving Best in Class for both quality and workforce, Valor was asked to expand its services to the client's sister company. Additionally, with Valor setting the example as the client's first international call center, the streaming company decided to move other locations overseas.

Having seen firsthand how Valor's thoughtful training methods delivered high-quality, customer-centric agents, the client adopted these same techniques to improve its other call centers.

**Valor teams achieved a 97% - 98% customer approval rating.**

## The Why

Valor Global, a mid-sized customer experience BPO, was able to handle this large client's significant call volumes by staying agile and providing boutique-style service. Valor continually excelled by:

### Valor Global was able to handle large call volumes by staying agile and providing boutique-style service.

- **Ensuring Valor employees/leadership fully understood** the client's brand and customers
- **Keeping attrition rates low** with positive company culture (The Valor Way) and a healthy, people-centered environment
- **Designing and executing** a hiring process that aligned agents' personality traits and habits with the client's customer base
- **Using specialized training methods** that developed multi-skilled agents who could handle various call types
- **Aiming for natural, effective customer communication**, even when discussing technical processes
- **Staying flexible** enough to act quickly when client preferences or circumstances necessitated a shift in operations, strategy, or reporting
- **Maintaining a strong business analysis team** for sharing data and insights with client
- **Adopting a mix** of AI-driven technology and conscientious agents to manage call volumes, identify and analyze data/trends, and meet customer needs
- **Mentoring** new call center agents and creating a strengthened team environment, even with low staff levels



**We're not just another call center. At [Valor Global](#), it's what we don't do that sets us apart. [Reach out](#) to one of our experts today.**