



Success Story Summary

A Top Five Cell Phone Company Call Center Increased Their Sales Through Improved Communication

ORGANIZATION

One of the top five cell phone company's call centers in the U.S.

ISSUE

A mobile phone call center director needed to reverse a drop in performance due to senior staff conflict and communication breakdown that had impacted the entire call center.

OUTCOME

Sales increased from an average \$85.64 Monthly Recurring Charge (MRC) to an average \$106.48 MRC. Before the intervention the center had a six-month record of MRCs in the low \$70s to low \$80s. In addition, average Call Resolution Time (CRT) was reduced by 10 minutes, making the operation more efficient. Executives attributed the increased performance of the center to the improved communication between senior staff members and their reports.

PROCESS

A three-day Human Element based course called Accountable Communication Technology was given to the call center executives along with follow up coaching. Following that successful intervention, a two-day course was given to the leadership team's direct reports.

Consultant/Company

Gina Crowley, Licensed Human Element Practitioner, Leadership Development Manager

Country

U.S.A