



**CUSTOMER  
CONTACT  
INSIGHTS, INC.**

*Your Contact Strategy* **HORSEPOWER**

## CUSTOMER CONTACT OPTIMIZATION

# Case Study

### ***The Problem:***

- *Supporting increased sales volume with existing resources, due to strained resources was the challenge faced by the client.*
- *Understanding how to streamline the customer experience and improve their internal processes to support their increased sales volume without increasing headcount, while still providing the same excellent service expected from their clients was the goal.*
- *In addition, they needed to consolidate sales and marketing materials to provide a consistent brand message focused on the benefits of using their organization.*

### **The CCI Solution**

CCI reviewed internal processes to develop a Customer Experience Map to provide a flow of current processes which enabled identifying areas of opportunity related to people, process and technology.

Once the Customer Experience was mapped, a gap analysis was conducted and an action plan developed. The action plan was prioritized for short- and long-term improvements based on resources available.

Business rules were developed and the CRM system was updated to support the new process with identified owners for responsibility to support an improved customer experience. In addition, measurement criteria and reports were developed at critical points to ensure improvement on an on-going basis.

CCI also worked with the sales team, who spent valuable sales time creating their own materials to consolidate their sales and marketing materials to drive a consistent brand message.

### **The Client Benefit**

Utilizing CCI recommendations, the client was able to have an improved, repeatable, consistent process that can be measured and sustained to grow revenue at a reduced cost and still provide an excellent customer experience.

This solution provided many benefits including:

- Documenting processes to provide a consistent customer experience when there are changes to the organization
- Provide a valuable training tool for new employees
- Provide measurement and reporting to measure employee performance as well as ensure the customer receives excellent service.
- Improved sales and marketing materials focused on a consistent brand message as well as provide a benefit and ROI focus to help shorten the sales cycle

The client was able to support the increased revenue without increasing headcount, reducing their overall costs of support.

**For more information, go to [www.ccicrm.com](http://www.ccicrm.com) or call 1-812-623-8778**