



# WIRELESS PROVIDER TURNS CUSTOMER CHURN INTO CUSTOMER RETENTION

## U.S. WIRELESS PROVIDER

/// CASE STUDY



When market growth threatened to overwhelm this wireless provider's BlackBerry® support call center and compromise customer service, the company relied on the EDS, an HP company, help desk culture to rebuild its relationships with customers and accommodate growth at the same time.

### CLIENT PROFILE

**Industry:**

Communications, Media & Entertainment

**Subscribers:**

Around 50 million

**Annual Revenue:**

Nearly \$45 million

**Business Needs Addressed:**

Growth  
Productivity

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### Influx of customer calls flooded provider's BlackBerry help desk

Today's communications industry is not only more competitive than ever, it is also more technologically advanced and evolved with a vast array of new, cutting-edge services being demanded and delivered at a remarkable rate. A leading U.S. wireless provider found that its BlackBerry personal data device market had evolved just as rapidly as its products and services. Indeed, the provider's highest revenue-generating product had become a mainstay in the business realm but was now attracting customers from the teens to retirement, expanding the handheld data device user base to 2 million in a short time.

Overwhelmed with the influx of customer requests and calls, BlackBerry technical support struggled to keep pace with growth. Training limitations and high agent turnover proved to be formidable challenges. As a result, customers experienced inconsistent, ineffective support, slow device activation and frustration resolving service issues, a process that often required multiple calls. With customer churn or carrier switches threatening to reverse the wireless provider's success in the personal data device market, the company called on IT partner EDS to revamp its help desk operation and transform customer service into customer satisfaction.

### EDS helped provider streamline processes and scale support for growth

EDS had been managing many of the wireless provider's IT needs including desktop services, help desk support, local area network support, hardware reseller services and midrange management. As an invaluable asset to the company, EDS was engaged again to provide remote call center support for the wireless provider's BlackBerry service. To accommodate growth, EDS took the BlackBerry technical support staff from 40 agents to 200 in the first year. At the same time, the team implemented streamlined processes and procedures for all of the help desk's functions, while introducing new documentation and reporting tools. One ticketing tool, in particular, now lets the wireless provider track trends in call volumes and analyze call fluctuations, which leads to better forecasts and metrics. Today, the wireless provider is able to generate more accurate forecasts with most of its predictions falling within 10 percent of actual results.

## Services featured

- Contact Center Outsourcing Services

*Today, the EDS team is meeting and surpassing service-level agreements. What's more, the project has been so successful that the wireless provider recently highlighted EDS' BlackBerry performance as the model for all of its vendors to work toward achieving.*

Though the wireless provider originally contracted EDS for BlackBerry Tier II technical support, it received such positive feedback from customers that the company also migrated its Tier I support operation from another vendor to EDS.

To further optimize the wireless provider's BlackBerry technical support, EDS recommended establishing a second call center site in Des Moines, Iowa. This would provide the company with a failover site in the event of an emergency, as well as room to grow now that the Winchester, Kentucky, call center had reached 200 agents. Within one month, EDS had hired and trained 40 agents in Iowa. Two months later, the agents in Iowa were performing at almost the same level as the Kentucky agents, attesting to the mobility and effectiveness of the EDS culture and its consistent use of standardized processes and tools.

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## Transformed technical support culture improved responsiveness and service

Despite an increase in call volumes and new agent training, EDS has consistently achieved or exceeded its target commitments 89 percent of the time during the last three months. Seamless training and transitions during employee turnovers, along with synchronized processes and thorough documentation, have dramatically improved customer service.

Though average call handle time now exceeds the target, the wireless provider was so impressed with EDS' quality and depth of support that it has embraced the current 13-minute average as a sign of EDS' dedication to focusing on the customer experience rather than metrics alone - even with 1,300-1,500 Tier II calls a week. Today, BlackBerry technical support is more responsive, knowledgeable and aware of customer needs due to the enhanced visibility of customer data. And it shows in the flurry of positive feedback from customers, some of which have switched back to the wireless provider because of the help desk's renewed commitment to customer service.

EDS and the wireless provider are now exploring opportunities to expand the exemplary BlackBerry technical support culture to the company's other products. With EDS working to optimize the company's help desk operations, the wireless provider's connection with its customers will continue to remain clear, focused and front-and-center.

EDS, an HP company  
5400 Legacy Drive  
Plano, Texas 75024

phone: 1 800 566 9337  
visit: eds.com  
e-mail: info@eds.com

