

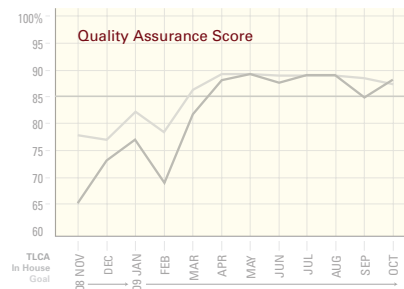
# Case Study:

## Thomas L. Cardella & Associates understands how customer loyalty can be strengthened or destroyed in the contact center.

Discover how our team was able to balance delivering an exceptional customer experience with optimal call center productivity resulting in maximum ROI back to the client.

### Overview:

Average Handle Time (AHT) had been between 7 and 7.5 minutes but the client challenged us to reduce that metric without impacting the overall customer experience. With proactive program management and frequent on-the-floor coaching, we were able to reduce AHT to 6 minutes without any significant change in customer satisfaction scores. Within six months, a **new AHT goal of 5 minutes** was permanently established, while **QA Scores remained at or above goal**, delivering a significantly **higher ROI back to the client** while maintaining the high service levels associated with their brand.



**Client:**  
High-end Clothing Retailer

**Program:**  
Handling sales and service calls from catalog, internet, and in-store customers

**Goal:**  
Improve productivity without sacrificing a high-end customer experience.

### ROI Analysis:

Difference between 7.5 AHT and 5 AHT meant handling 50% more calls per hour resulting in more revenue per hour to client and a **50% better return** on their contact center spend. Maintaining Quality Assurance scores at or above goal ensured a positive customer experience and an opportunity for future revenue growth through brand loyalty.

| Average Handle Time | Calls Per Hour | Average Revenue Per Call | Hourly Revenue to Client |
|---------------------|----------------|--------------------------|--------------------------|
| 7.5                 | 8              | \$165                    | \$1,320                  |
| 5                   | 12             | \$165                    | \$1,980                  |

To learn more, request a copy of the complete white paper. We look forward to discussing how our focus on productivity and ROI, while building customer loyalty, can work for you.

**Thomas L. Cardella**  
ASSOCIATES

Contact Center Specialists

