

# Provide rapid app support during uncertain launch period

CASE STUDY

Customer Service

## New entertainment streaming app



# 900

basis points above  
CSAT target

## Goals

- Support users of a new, dedicated entertainment streaming app.
- Handle unknown and unpredictable call and chat volume – as it was a brand-new app / service.
- Maintain rapid response times to calls and chat.

## Solution

- Brand-new location staffed with over 90 associates.
- Chat automation to handle easy and known queries.
- Quality framework embedded in voice and chat channels to create high user engagement.
- Monthly kaizen workshops to drive continuous process improvement.

## Results

- 900 basis points above CSAT target.
- Rapid response times delivered: 97% of voice calls answered within 10 seconds; 97% of chat messages replied to within 30 seconds.
- 95% first call resolution.