



## CASE STUDY

INDUSTRY: SELF-STORAGE TECHNOLOGY  
AUCTION PLATFORMS



A leading provider in the self-storage and online auction space needed a CX partner that could provide stable, empathetic agents for emotionally sensitive customer interactions—many involving auctions, delinquency, and account recovery.

### THE CHALLENGE

The client's internal and vendor teams had struggled with turnover and low emotional resilience, leading to inconsistent service and prolonged training cycles. With volume growing and auctions expanding globally, they needed a long-term staffing solution with low attrition and strong cultural alignment.

### World Connection's Solution

World Connection implemented a retention-centric CX program built around coaching, personal growth opportunities, and career pathing. WC team leads provided direct mentorship, while QA and performance reviews focused not just on accuracy—but on empathy, tone, and customer confidence. Agents were handpicked for their ability to manage stressful or emotional conversations with professionalism and care.

**In industries with emotionally sensitive customer interactions, retention isn't optional—it's mission-critical. WC builds support teams that stick, grow, and represent your brand with emotional intelligence and consistency.**

**"We've seen WC agents stay for months—even years—handling complex auction support with reliability and care."**

### Outcomes

Long-tenured agents remained engaged for 12+ months

Improved customer feedback on auction-related calls

Fewer knowledge gaps due to lower attrition

Executives impressed by WC's culture and frontline consistency

**Need a partner that keeps your CX team engaged and equipped for tough conversations? Let's talk about how WC drives retention where it matters most.**