CASE STUDY

WORKFORCE AGILITY THAT REDUCES HOLD TIMES & IMPROVES CX

A high-growth company in the self-storage technology industry, managing auction platforms and customer service operations. With a fluctuating volume of customer interactions, they needed a staffing model that could flex with demand—without compromising service quality.

THE CHALLENGE

The client required a BPO partner with a Workforce Management (WFM) team that could optimize staffing levels in real time. Without agile workforce planning, they risked:

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Long Hold Times: Frustrated customers, increased abandonment rates, and negative customer experiences.

High Call Volume Fallout: Customers calling back due to IVR delays, creating inefficiencies and added workload.

World Connection's Solution

WC deployed a Dynamic Workforce Optimization Strategy to ensure seamless staffing adjustments based on real-time demand, including:

Advanced WFM Analytics
Predictive modeling to staff precisely for peak hours, seasonal shifts, and unexpected surges.

Cross-Trained Agents
Flexible teams trained across multiple channels (voice, chat, email), reducing bottlenecks and keeping service levels high.

Real-Time Schedule Adjustments
Live monitoring to prevent call queue buildup, ensuring fast ASA and reducing fallout.

Outcomes

25% Faster ASA
Shorter wait times improved customer satisfaction and reduced call abandonment.

Lower Call Volume Fallout
Fewer customers had to call back, minimizing IVR congestion.

Consistent Service Levels
Even during high-demand periods, WC's staffing agility kept response times stable.

"World Connection is ready to support our staffing and business needs, which is extremely appreciated because our needs are constantly changing."

– Client Feedback