CONDUENT

Case Study

Achieving the Gold Standard in CX Excellence

This client needed a structured customer experience management approach to support its rapid global growth. The goals were to drive performance improvement, establish best practices and global standards, and gain strategic insight into key experience drivers — all while reducing errors, improving CSAT and lowering costs.

Through certification to the COPC CX Standard, we implemented data-driven process management, service journey mapping, COPC consultation to all roles and departments, coaching and mentoring for associates, employee engagement initiatives and enhanced client relationship management to deliver results.

Outcomes achieved:

- → **57%** increase in client satisfaction score
- → **60% improvement** in metrics meeting or exceeding target out of 413 performance metrics
- → **21% reduction** in annualized attrition
- → **19% reduction** in unplanned absenteeism
- → **14% decrease** in dissatisfied customer reports and **4% increase** in CSAT

Supporting our client's customer experience with:

- ~5,600 agents
- Voice, email, chat channels
- 9 global sites
- 10 languages

copc CUSTOMER EXPERIENCE STANDARD CERTIFIED

Visit us online to learn more about how we're transforming customer experiences for our clients.

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