



## ABOUT THE CLIENT

One of the three largest credit agencies in the United States.

## CLIENT CHALLENGE

Our client manages information for 400 million consumers worldwide, and was looking for a way to increase sales conversion rates while improving the customer experience. Not to mention, the client experienced difficulties adapting their processes to ever-changing regulatory and compliance requirements, while also straining to manage attrition, handle volume spikes, maintain customer satisfaction, and achieve sales goals.

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Sutherland immediately achieved target SLAs and has continued to outperform competitors.

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## THE SUTHERLAND TRANSFORMATION

Sutherland rose to the challenge and transformed the credit agency's customer experience by handling 67% of their incoming calls. Our team deployed technologies and processes to more seamlessly adopt new or evolving regulatory and compliance requirements, while managing the entire contact center operation with an eye for improving the customer experience.

To help the client effectively improve sales conversion rates, we collected baseline data to identify which skill sets drove the most sales. We also measured if sales originated from specific Vendor Directory Numbers as well. Based on additional monitoring of the sales process, we identified call types with the highest likelihood of generating a sale. While we wanted our top performing agents to handle those call types, we identified the best performers and had all appropriate calls routed to them directly.

To closely monitor the process ongoing, we conducted regular audits to ensure our agents were adhering to client guidelines, evaluated performance of all call types, staffed the call center by call type, and continuous analysis of program data to refine skill set optimization.

## PARTNERSHIP RESULTS

Sutherland immediately achieved target SLAs and has continued to outperform competitors. Since implementation, the program continues to deliver consistent success in meeting or exceeding program targets company-wide. Results include:

**18%**

conversion on  
new unit sales

**CONSISTENTLY**

met SLAs and KPIs

**IMPROVED**

client customer  
satisfaction scores

**Customer Experience  
Transformation  
Sales**

For more information on how we can help you transform your processes, visit us at [www.sutherlandglobal.com](http://www.sutherlandglobal.com), email us at [sales@sutherlandglobal.com](mailto:sales@sutherlandglobal.com), or call 1-800-388-4557 ext. 6123.

As a process transformation company, Sutherland rethinks and rebuilds processes for the digital age by combining the speed and insight of design thinking with the scale and accuracy of data analytics. We have been helping customers across industries from financial services to healthcare, achieve greater agility through transformed and automated customer experiences for over 30 years. Headquartered in Rochester, N.Y., Sutherland employs thousands of professionals spanning 19 countries around the world.