

# CASESTUDY

## GLOBAL FINANCIAL SERVICES



## ENSURING QUALITY CUSTOMER SERVICE

### CHALLENGE

The MIL Corporation's (MIL) Charleston Customer Support Desks offer vital support services to both internal and external customers worldwide. The help desk operation is strategically located in three locations: Charleston S.C., Bangkok, Thailand, and Sofia, Bulgaria. These groups provide 24/7 customer support to both internal and external customers. Customers include embassies, consulates, and government agency employees.

MIL's client recognized a need to measure the quality of service delivered to their customers. In this regard, the client was seeking a way to ensure all help desks were upholding the agency's quality policy pledge, as customer service is the paramount concern. Additionally, they sought to invest in the training and development of their most valuable asset—their employees. Without an established training program or defined expectations and goals, a help desk can suffer from inconsistent training, miscommunication, employee frustration, and a loss of customer confidence.

### SOLUTION

In order to remedy the situation, MIL identified two over-arching needs to establish a successful program: a system to monitor customer and analyst communication for accuracy and professionalism, and the development of a training and evaluation program for new analyst employees. In order to guarantee quality customer service, MIL has quality assurance (QA) practices in place, which allow our team to monitor and evaluate customer interactions. In accordance with the needs assessment, the Quality Control Program (QCP) Team worked to develop and maintain this QA program, with an emphasis on customer satisfaction, process improvement, consistent training, and proper documentation.

The QCP Team is responsible for setting specific customer service quality guidelines, methods of measurement, and analyzing data and trends to identify opportunities for improvement. To maintain consistency, they work towards the training of both new employees and the development of seasoned team members. In addition, the QCP Team develops and maintains a new employee orientation on-boarding and training platform.

### BENEFIT

Since the implementation of the QCP, there have been significant improvements in communication, documentation, and training. The program provides insight into how accurately and professionally the help desk employees communicate with customers. Additionally, this program operates at a transparent level so that employees can learn how well they are performing. Perhaps most importantly, the QCP provides cognizance to the client on the overall performance of its help desks.

As a result, the QCP has provided many benefits to both the team and the customer. Because of our dedication, there has been an improvement of internal and external communication, consistency in training and job performance, as well as an overall improvement in customer confidence.