

# HEADS UP

## Success Story: Customer Experience Reimagined



# Background.

In the competitive media and entertainment industry, a leading contact center was struggling to improve its customer satisfaction (CSat) scores. Despite numerous strategies and investments, their efforts failed to make a significant impact. That's when they turned to HeadsUp.





# Challenge.

## The key issues identified were:

The contact center faced several challenges:

- Inconsistent customer service experiences.
- Low employee engagement scores.
- High turnover rates, leading to a loss of experienced agents

# HeadsUp Intervention.

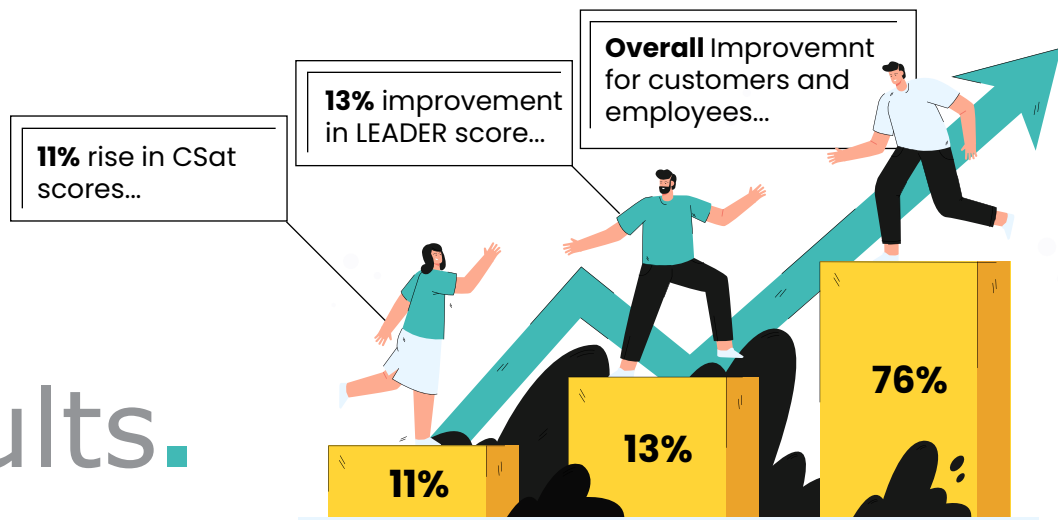
HeadsUp implemented its comprehensive employee engagement methodology, focusing on the LEADER score to pinpoint areas of improvement within the team's engagement and readiness.



# Strategy.

- Customized LEADER Surveys: Implemented bi-weekly LEADER score surveys to gather real-time insights into employee engagement.
- AI-Driven Analysis: Utilized HeadsUp's AI to analyze survey responses and free-text feedback, identifying key drivers of disengagement and potential churn risks.
- Targeted Action Plans: Based on the AI's recommendations, the contact center introduced targeted initiatives to improve leadership effectiveness, enhance training and resources, and foster a more inclusive workplace culture.

# Results.



- Within **12 months of implementing HeadsUp**, the contact center saw a **13% improvement in the LEADER score**, indicating a significant boost in employee engagement.
- This increase in engagement directly correlated with a **11% rise in CSat scores**, marking a substantial improvement in customer experience.
- The targeted initiatives not only **improved employee satisfaction** but also led to a more consistent and **high-quality customer service experience**.

# Conclusion.

The HeadsUp methodology proved transformative for the media and entertainment contact center. By focusing on the core elements of employee engagement and leveraging AI-driven insights, they were able to address the root causes of their challenges. The result was a remarkable improvement in both employee and customer satisfaction, showcasing the direct link between engaged employees and superior customer experiences.

This success story is a testament to the power of HeadsUp's innovative approach to employee engagement, demonstrating that when employees feel valued and supported, they are more likely to deliver exceptional service to customers.

# We'd Love To Hear From You.

For more information on how HeadsUp can transform your contact center with technical efficiency and ethical integrity, visit [www.headsup.co](http://www.headsup.co).

Discover the difference of a solution that values both innovation and the well-being of your team.

