

**CALL CENTER DATA OVERHAUL DRIVES
LARGE UPTICK IN CUSTOMER RETENTION**

3-week engagement · 10% increase in customer retention rate over one month

SYNOPSIS

A PE-backed health care provider sought to improve visibility into the operations and outcomes of its customer call center. The company received daily data dumps and canned reports via email from their phone vendor, which the Director of Business Operations would manually aggregate and summarize on a weekly basis for senior management.

SOLUTION

In a 3-week engagement, Horizon automated the call center data pipeline and developed a call center operations dashboard. We worked closely with the company's CEO, Director of Business Analytics, and VP of Operations to calculate and display a set of new, targeted metrics that leveraged the call-level data and automated data stream.

VALUE

Automation of the data pipeline and dashboard refresh saved two members of the management team several hours each week. The new dashboard and metrics allowed the team to quickly identify large opportunities for improvement in hold times in different queues, significantly rework call flow through their system, and shunt a large portion of call traffic off to a self-service web portal. Customer retention climbed substantially, amounting to a 10% improvement over the first month following deployment of the new dashboard.