

# CASE STUDY

## MEDIA&ENTERTAINMENT

### The goals of the project:

- Provide customers with high quality support through phone, emails, chat and social communication channels
- Answer emails within 12 hours
- Meet conversion of 45%
- Answer rate of minimum 80%
- Answer social media requests within 3 hours of receipt

### Benefits

- First contact resolutions have been provided where possible
- Conversion met for 2017
- Self-service rate increased since implementing social and communication channels
- Improved cost per ticket serviced KPI

### Operationally

- 12 Swedish and English speaking agents supporting all channels
- Hours of operation 1000-0600 (Monday to Friday)
- 4 hours every Saturday only on offline communication channels
- Assisting customers to buy tickets for upcoming events or answering other customer service related questions. Assisting with refunds and resending e-tickets.
- Additional focus in emergency situations like technical issues before a scheduled onsale – identification of consequences and constant feedback, aiming at fast reactions for a quick resolution.

# CASE STUDY

## MEDIA&ENTERTAINMENT

### The goals of the project:

- Sell tickets to English football, rugby and cricket fans through phone ensuring high quality along the way
- Limited email support for other Ticketmaster events
- Meet conversion of 45% for phone sales
- Ensure average waiting time below 2 minutes on a monthly basis
- Emails answered within 72 hours

### Operationally

- 24 English speaking agents supporting a phone sales inbound line for 30 English sports clubs.
- Hours of operation 1000-2200 (Monday to Friday) and 1000-2000 (Sat&Sun)
- Assisting customers to buy tickets for upcoming matches or directing fans where to call for post-sales related questions.
- Email handling when not busy on phones

### Benefits

- First contact resolutions have been provided where possible
- Fast service – below 4 minutes average talk time with an agent
- Meeting staffing requirements in highly busy time frames
- Flexible working hours depending on project's needs