

Consumer Cellular Leverages Unique Calabrio Solutions to Support Contact Center Workforce Engagement

Introduction

This case study of Consumer Cellular is based on a survey of Calabrio ONE customers by TechValidate, a 3rd-party research service.

“Calabrio overall is a great company that innovates its programs by listening to feedback and making changes. Calabrio has top-notch customer service engineers to answer questions and fix any system issues in a timely fashion.”

Challenges

The business challenge that led the profiled company to evaluate and ultimately select Calabrio ONE:

- Agrees that employee engagement is a priority for their contact center.

Use Case

The key features and functionalities of Calabrio ONE that the surveyed company uses:

- Invested in the following for their contact center to better engage employees:
 - Improving training and skill development programs
 - Enhancing recognition and rewards programs
- Uses the following metrics to correlate level of employee engagement to customer experience:
 - Customer Satisfaction (CSAT)
 - Voice of the Customer
- Changed employee training, coaching, and motivation programs to accommodate the need for loyal agents that can perform higher level activities:
 - Gamification
 - Higher pay and better benefits
 - Clearer opportunities for advancement
- Empowers employees to self-manage their performance in the following ways:
 - Self-assessment and coaching
 - Peer-to-peer mentoring
 - Dashboards that clearly display performance metrics
- Creates a sense of worth and togetherness for employees in the following ways:
 - Offering a Voice-of-the-Employee program so agents have a voice in their work environment, activities, and tools
 - Rewarding performance with recreation opportunities

Company Profile

Company:
Consumer Cellular

Company Size:
Medium Enterprise

Industry:
Telecommunications Services

About Calabrio ONE

Calabrio is a customer engagement software company that provides analytic insights to catalyze growth through customer service contact centers. The Calabrio ONE® software suite empowers everyone in an organization, from contact center agents to the CEO, with easy-to-use tools that provide a better understanding of the customer. Calabrio has been named “Leader” by Gartner in its Magic Quadrant for Customer Engagement Center Workforce Optimization (2015).

Learn More:

[Calabrio](#)

[Calabrio ONE](#)

Results

The surveyed company achieved the following results with Calabrio ONE:

- Leverages the following Calabrio ONE feature to support their agent engagement efforts:
 - Intraday Dynamic Scheduling
 - Peer-to-peer mentoring requests
- Uses the following Calabrio ONE features to allow their agents more schedule flexibility:
 - Performance-Based Scheduling
 - Agent Alerts