

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

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

Company Profile

Company:
Consumer Cellular

Company Size:
Medium Enterprise

Industry:
Telecommunications Services

About Calabrio ONE

Calabrio is the customer experience intelligence company that empowers organizations to enrich human interactions. The scalability of our cloud platform allows for quick deployment of remote work models—and it gives our customers precise control over both operating costs and customer satisfaction levels. Our AI-driven analytics tools make it easy for contact centers to uncover customer sentiment and share compelling insights with other parts of the organization. Customers choose Calabrio because we understand their needs and provide a best-in-class experience, from implementation to ongoing support.

Learn More:

[Calabrio](#)

[Calabrio ONE](#)