



Redefining Efficiency Through Partnership: How TOG Turned Metrics into Meaningful Results

Industry: Energy/Utilities

Client: Retail Electricity Provider

Challenge

As customer expectations for reliability and transparency continued to rise, agents faced increasingly complex calls while having to maintain an average handle time of just eight minutes. They were required to manage a wide range of inquiries from billing and service activations to outage reporting and account updates often with limited exposure to certain low frequency case types. The eight minute target was often not sufficient to provide complete and accurate information for all call types, creating challenges in maintaining both quality and efficiency.

TOG identified key opportunities to strengthen the program:

- **Quality Assurance:** QA performance dropped to 88% as agents rushed to close calls within the eight-minute AHT goal, often limiting the depth of information provided to customers.
- **Average Handle Time:** The rigid eight-minute AHT cap restricted agents' ability to handle complex or low-frequency scenarios effectively, increasing the likelihood of future escalations.
- **Performance Optimization:** The client sought to reevaluate AHT targets—either by raising or removing the goal—and implement segmented benchmarks by call category (e.g., billing, outages, activations) to ensure both efficiency and accuracy.
- **Training:** Enhanced training on low-frequency scenarios was identified as essential to improve agent confidence and reduce repeat contacts.

Solution

In 2023, The Office Gurus' operations and quality teams partnered closely with the client to address the challenges caused by strict AHT targets. Leveraging our experience managing complex customer interactions, our supervisor led a data-driven initiative that demonstrated how call complexity directly impacted handle times and customer satisfaction.

By presenting detailed analytics, call samples, and actionable insights, we successfully negotiated the removal of the AHT metric, shifting performance measurement toward quality, accuracy, and complete resolutions — a change that empowered agents to deliver the kind of service customers truly value.

Key initiatives included:

- **Call Flow Analysis:** Our team conducted detailed call flow analyses to determine the time required for complex interactions, such as new enrollments and retention calls, showing where the existing AHT limits created challenges.
- **Quality Review:** TOG's quality specialists reviewed calls and gathered examples that demonstrated how our agents maintained accuracy, compliance, and customer experience within the set time frame.
- **Data-Driven Recommendations:** We presented clear, data-driven evidence supporting a more flexible AHT target, empowering agents to prioritize quality resolutions and stronger customer satisfaction.

Results

Operational Efficiency

- **Quality Improvement:** QA score increased to 95% because now agents were able to speak freely and give customers a better experience.
- **Customer Satisfaction:** CSAT improved by 4 percent, reaching the program's goal.
- **First Call Resolution:** We saw a healthy increase in FCR above 90%.
- **Consistency:** QA consistency improved, maintaining an average of 95%+ over three consecutive months.
- **Escalation Reduction:** Escalations decreased as agents gained confidence handling complex billing and service-related cases.
- **Cross-Functional Collaboration:** Enhanced collaboration between QA, Training, and Operations resulted in faster performance recovery after onboarding.

Customer Experience

- **Higher Satisfaction Levels:** Improved first call resolution led to higher customer satisfaction, with CSAT reaching 4.6+.
- **Reduced Transfers:** Customers experienced fewer transfers and reduced waiting times, strengthening trust in the brand.

Financial & Strategic ROI

- **Cost Efficiency:** A more knowledgeable frontline reduced the client's operational costs by minimizing repeat calls.
- **Sustainable Growth:** The partnership established a clear structure for ongoing training, promoting scalability and sustainable performance.

Conclusion

By removing rigid AHT constraints and refocusing performance on quality and resolution, The Office Gurus increased QA scores to 95%, lifted CSAT to 4.6+, and drove first call resolution above 90%. The shift empowered agents to handle complex interactions with confidence, reducing escalations and establishing a more sustainable, customer-first service model for long-term success.

Experience ***The Guru Way:***
Better, Faster, and More
Efficient CX

20+

Years in Business

4500+

Total # of agents
across all locations

80+

Clients Across the
United States

4+ years

Avg. length of client
relationships

Global Footprint



Belize



Dominican
Republic



El Salvador



Philippines



United
States

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