



Enhancing Support Quality and Reducing Escalations Through Proactive QA & Training

Industry: E-Commerce / Retail
Client: Jewelry Brand



Challenge

A leading ethical jewelry brand, experienced growing support complexity and rising ticket volumes as customer demand and expectations increased. With 100% of customer contacts handled by live agents—despite a portion (~10%) being ideal for automation—the support team was under pressure to resolve issues efficiently while maintaining service excellence.

In 2023, TOG identified key opportunities to strengthen the program:

- **Onboarding & Quality:** 962 problem tickets/flags were logged, highlighting areas where onboarding, quality assurance, and escalation processes could be enhanced.
- **Ramp-Up Efficiency:** Agent ramp-up time averaged 45–60 days, presenting an opportunity to streamline training and accelerate time-to-proficiency.
- **Customer Experience:** CSAT performance goals were refined to 4.5 to align with the client's updated measurement framework, with the new goal focused on sustaining results above that level.

Solution

The Office Gurus launched a transformational support enhancement strategy designed not just to correct issues, but to elevate performance, accountability, and partnership value across every layer of the program.

Key initiatives included:

- **Integrated performance intelligence:** A unified flag and ticket tracking ecosystem connecting QA, Training, and Operations—turning what were once isolated data points into actionable insights for faster root-cause resolution.
- **Predictive visibility:** Dynamic weekly and monthly dashboards that moved beyond static reporting to identify trends early and guide real-time operational decisions.
- **Precision quality assurance:** Randomized QA sampling combined with live agent coaching, allowing leadership to intervene before small variances impacted CX or SLAs.
- **Adaptive learning framework:** Refresher and micro-training modules built directly from performance data, ensuring every learning touchpoint drove measurable improvement.
- **Transparent partnership governance:** Continuous progress reporting embedded into business reviews, providing shared visibility, measurable ROI, and reinforcing a culture of proactive collaboration.

Results

Operational Excellence

- 66% total improvement in problem ticket volume between 2023 and 2025.
 - 2023 → 962 tickets
 - 2024 → 642 tickets (33% reduction)
 - 2025 YTD → 443 tickets (31% additional reduction)
- Agent quality scores averaged 97% over 12 months.
- Agent ramp-up improved with better onboarding visibility and training alignment.
- Fewer escalations and reduced Tier II client involvement.

Customer Experience

- **CSAT performance exceeded expectations:** TOG helped the program maintain a strong 4.53 average, surpassing the 4.5 benchmark and reflecting measurable gains in customer satisfaction.
- **Enhanced customer journeys:** Better-prepared and better-supported frontline agents delivered smoother, more consistent interactions across touchpoints.
- **Fewer escalations, stronger resolutions:** Proactive issue prevention and improved agent enablement led to a notable reduction in unnecessary callouts and customer escalations.

Financial & Strategic ROI

- **Lower cost-to-serve:** Streamlined operations and higher first-contact resolution rates reduced support volume and overall service costs.
- **Operational efficiency gains:** Leaner, data-informed workflows improved throughput, enabling the team to do more with fewer resources.
- **Stronger brand equity and retention:** Enhanced consistency and fewer customer journey disruptions reinforced trust, loyalty, and long-term program stability.

Conclusion

By reducing problem tickets by 66%, sustaining a 97% average quality score, and exceeding CSAT targets with a 4.53 average, The Office Gurus transformed QA and training into a proactive performance engine. The result was fewer escalations, lower cost-to-serve, and a more scalable support model built for long-term stability and growth.

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

Partner with the Gurus

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