

## CASE STUDY

# Dramatically Improved Tier 1 Customer Care for Major U.S. Carrier



### The CHALLENGE

Assurant assumed responsibility for managing the mobile device trade-in program for a major carrier, transitioning it from their previous provider. During joint transition planning, it became clear that the carrier's existing customer care operation lacked the capacity to handle the projected scale and complexity of the upcoming trade-in volume.

To address this, Assurant proposed relocating the trade-in care operations to our global call center network. Rapid growth was anticipated due to aggressive consumer promotions and enhanced upgrade options, supported by a substantial marketing investment from the client. To ensure a seamless experience, we developed a dedicated support team, specially trained in the nuances of the new trade-in offerings.

### The GOALS

Migrate the care operation to Assurant's call center within 3 months

Triple the scale of Tier 1 support within 6 months

Train all agents on new and complex trade-in promotions, upgrade paths, transaction processing, billing, and logistics

Improve adherence to service level agreements (SLAs)

Lower cost-per-subscriber through enhanced agent productivity

### ASSURANT'S APPROACH

We quickly launched a 24/7/365 dedicated call center operation to support the trade-in program. Skilled supervisors developed and led a comprehensive training curriculum for new agents. We leveraged Assurant's robust infrastructure — call management systems, omnichannel communication tools, training platforms, and knowledge bases — and enriched them with expert content tailored to trade-in services.

Following a hands-on nesting period, agents gradually took over call volumes from the legacy care provider across a 3-month transition. We also implemented new system access points to the client's platforms, streamlining operations, reducing warm transfers, and boosting agent efficiency.

### The RESULTS

**31%** reduction in average handle time (AHT) within 3 months

**48%** reduction in call frequency over 6 months, driven by improved first-call resolution

**91%** improvement in average speed to answer (ASA) in 3 months

**36%** decrease in cost-per-subscriber by year-end

All achieved while managing **2.6x growth in subscriber transactions** during the 6-month ramp