

# A Masterclass in Customer Care



## CHALLENGES

A client specializing in educational programs came to Alorica seeking a way to transition their financial aid line of business from a manual/paper process to a modernized, online system. Already an industry leader, Alorica's problem-solving capabilities and hands-on approach to customer care made us an ideal client partner to streamline their existing operations.

## SOLUTIONS

We provided the client with comprehensive and varied solutions, including a concierge-style service that helps students and parents register for exams and navigate the college search process. In addition to delivering top-notch customer care and back-office resources, we also supply technical support for users on the client's website and mobile app.

## RESULTS

Through consistent increases in AHT, call completion, and client KPIs, we've been able to expand our line of business exponentially, adding robust, multichannel platforms for email and chat, as well as voice support.

## REAL WORLD RESULTS



**20%**  
increase in CSAT,  
year-over-year



**39-second**  
decrease in  
average handle time



**33% improvement**  
in average time to  
complete a call



**10% increase** in  
service KPI even with  
additional call volume