

CUSTOMER EXPERIENCE >> TELECOMMUNICATIONS

From 80% to 89% CX in Four Months.

How Amalga cut average handle time by 10 minutes, raised CX scores by 9 points, and doubled inbound sales conversion for a national telecommunications provider.

THE CHALLENGE

Handle Times Climbing. CX Scores Stuck At 80%.
Inbound Sales Below 1%.

A leading U.S. consumer telecommunications provider faced critical performance gaps: average handle times stretched to 25 minutes, CX scores stagnated at 80% against a 90% target, and inbound sales conversions dropped below 1%.

This underperformance was driven by a reactive management approach that tackled issues only after they surfaced in the data. Without a systematic framework for agent development and call handling, the operation could not close these operational gaps.

THE SOLUTION

A Structured Performance Framework With Data-Driven Coaching

- Implemented agent tollgate milestones and real-time monitoring.
- Targeted root-cause behaviors to cut transfers and handle times.
- Layered inbound sales training, doubling conversion rates from 1% to 2%.

THE RESULTS



“The shift to data-driven coaching fundamentally changed performance consistency. We moved from reactive management to structured behavioral control, and the results were measurable.”
– Sr. Director of Operations

AT A GLANCE

INDUSTRY

Telecommunications

LOCATION

United States

SERVICES

Customer Care, Technical Support, Inbound Sales

TEAM DEPLOYED

30+ Agents (Launch)

SERVICE MODEL

Managed Services • BPO

LANGUAGES

Bilingual (EN/ES)

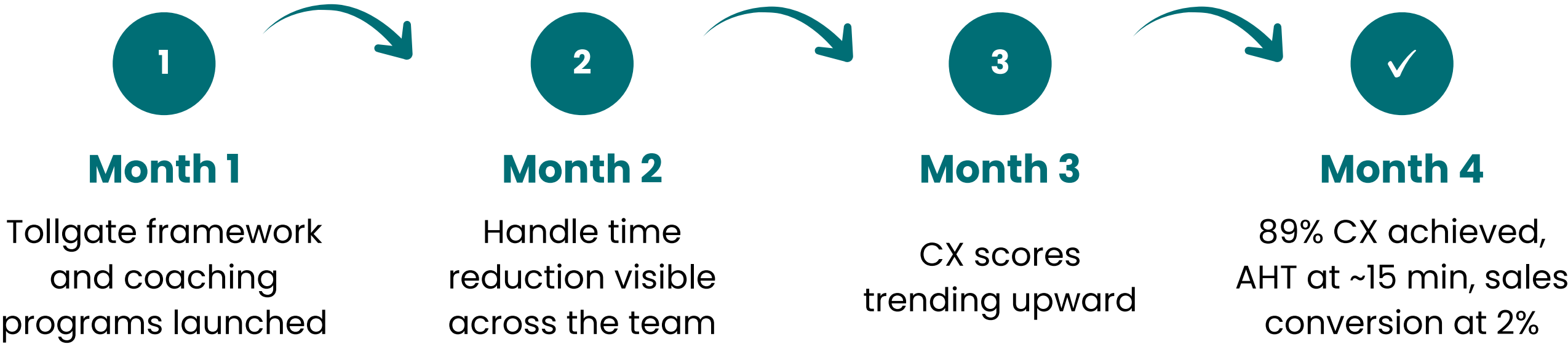
MONITORING

Real-Time Dashboards

KEY TAKEAWAYS

- ✓ CX score raised from 80% to 89% in four months
- ✓ Average handle time cut from ~25 min to ~15 min
- ✓ Inbound sales conversion doubled from under 1% to 2%
- ✓ Reactive management replaced with structured behavioral control
- ✓ Tollgate and coaching frameworks embedded as permanent standards

RESULTS TIMELINE



Ready to See Results Like These?

We'll Audit Your Telecom Operation for Free

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