



# Leading Business-to-Business Communications Provider

C A S E S T U D Y

“West Business Services exceeded the client’s expectations by quickly bringing the solution to market. The training program has made the project managers more effective by enabling them to handle additional responsibilities. West Business Services’ solution has helped the client to achieve significant cost savings, while continually improving customer service.”

— *Vice President of Operations*  
*West Business Services*

## **O B J E C T I V E : Rapidly Replace Trained Staff and Reduce Internal Costs**

One of the nation’s leading communications providers recently offered a voluntary employee retirement program to many of its seasoned project managers. Due to the acceptance of this program, the company suffered a dramatic decline in the resources necessary to handle expected order requests and determined that hiring new staff internally would be time consuming and costly.

After comparing their internal capabilities to outsourcing options, the communications company decided they needed an outsourced business-to-business customer service solution. The solution had to help them offset their internal costs, educate new employees on order operations, reduce their service cycle and be deployed within a few months. Ultimately, the company chose West Business Services based on their quality customer service, process-driven operational model and ability to bring a cost-effective customized solution to market quickly.



## **T H E W E S T B U S I N E S S S E R V I C E S S O L U T I O N : A Customized Business-to-Business Service Solution**

West Business Services’ client service specialists immediately began working with the company to determine key objectives and time constraints. Based on that information, a comprehensive business-to-business solution was created that mirrored the client’s internal program. New dedicated project managers were then chosen and trained to handle a variety of complex customer requests for high-capacity phone line service, as well as provide technical support, tracking and reporting for some of the client’s largest customers. A complete training curriculum was developed for a group of 16 service specialists, to make sure key benchmarks were met and to quickly begin taking orders.

West Business Services’ technology enables the project managers to connect directly to the client’s internal system, which allows them to process order requests for new services or make changes to existing services. The project manager receives written notification of the order request and then enters this information into the company’s systems. Once submitted, the request is routed directly to the client’s technicians and the project manager works with the customer to ensure that the order is completed. In addition, a process improvement team was created that was responsible for increasing efficiencies and alerting the client about discrepancies within their internal systems.



## THE RESULTS: Reduced Costs and Improved Quality

Through West Business Services' customized service solution, the communications company was able to reduce costs, improve customer service quality and shorten their service cycle from 90 days to less than 45 days. The process improvement team dramatically reduced the number of unbilled minutes by 30%, which resulted in a savings of over \$500,000 annually.

West Business Services' intensive training program has enabled our project managers to take on a greater number of responsibilities, thus reducing the number of people needed to complete an order. The solution also saved the company over \$40,000 per service specialist by reducing annual salaries. Since the program began, it has grown from 16 to over 500 project managers, and West Business Services now handles the majority of customer order requests for the company's communication services.

## WEST BUSINESS SERVICES:

### A Premier Provider of Business-to-Business Contact Solutions

West Business Services is the nation's premier provider of outsourced business-to-business solutions that help companies derive greater value from their business relationships. Our unique approach combines extensive experience and superior operational methods with advanced technology to help companies dramatically increase sales, improve customer relationships and enhance product presence. As an affiliate of West Corporation, West Business Services is a financially strong partner that is focused on delivering results-driven solutions that help businesses grow.



For more information about West Business Services, call:

**888-873-6000**

or visit us at [westbusinessservices.com](http://westbusinessservices.com)