

ABM Desk provides quality call center solutions that achieve sales results. We exist because the world is driven by sales. We deliver exceptional results because our company culture is vibrant and alive. We offer the solutions and services to make the most of your contact center dollars. We specialize in B2B Outbound Marketing, B2C Outbound Marketing, & Inbound Customer Service.

A photograph of a man and a woman shaking hands in a business meeting. The man is on the left, wearing a plaid shirt, and the woman is on the right, wearing a white blazer and holding papers. They are both smiling.

## CASE STUDY

## Inbound Customer Service

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### Managing SLA during seasonal demand fluctuations

## THE COMPANY

Millennium Trust is a financial services company that provides automatic roll-over IRA solutions for companies who are unable to locate former employers that still have funds in old IRA/pension accounts.

Established in 2000, Millennium Trust began by focusing on unique custody solutions where no one else would or could. Today, they're known for their ability to solve for the most complex custody requirements and craft new solutions for our clients.

# THE CHALLENGE

The company had 2 challenges:

01

Managing seasonal call volume and staffing fluctuations

02

Increasing customer satisfaction with First Call Resolution



## THE SOLUTION

Some of the critical components of our Inbound Customer Service program included:

- ABM Desk built a core team of agents to act as an extension of the client's internal team year-round.
  - Supplemented the team to handle seasonal demand by engaging multiple call center locations.
- Agent workstations were fully integrated with client systems for seamless workflow management and resource sharing.
- Enhanced recruiting and background check processes to improve agent quality and training graduation rates.
- Developed agent incentive programs to foster retention and ensure proper staffing during busy season. i.e. attendance and stay bonuses + SLA adherence bonus.
- Continuous monitoring and focused training modules to ensure ongoing quality assurance.
- Enhanced workforce management reporting to improve productivity. Identified and solved for hurdles that led to a reduction in after-call work time.



## THE RESULTS

SLA

Achievement during peak AND off-peak seasons

3%

Increase in First Call Resolution by providing a Spanish Bilingual CSR option

9.5%

Decrease in average handle time

DECREASED

Burnout in Millennium Trust's internal call center



“The ABM Desk exceeded our expectations! Their flexibility and ability to increase staffing during peak periods enabled us to service our customers while decreasing our internal team’s burnout. If you’re considering outsourcing your inbound calls, I would highly recommend partnering with ABM Desk.”

— VP of Customer Service



## A LITTLE ABOUT US...

### Industry Experts

We have a team of experts with specific expertise in various disciplines of the customer service call center industry. Each team member strives to give our clients the best possible experience.

### Winning Culture

Our team hates losing even more than we love winning, which creates an environment that is motivated to drive performance and make sure our clients are successful.

### We'll Call It

We staff the program, we handle the calls, emails, chats and SMS texts, we manage performance, we report on it and we make it successful.

### Proven Experience

Our team is deeply rooted in the industry. Drawing from a minimum of 10 years of experience, we have the know-how to help our clients succeed.

## Results

We take pride in working hard and smart. We pair creativity and proven strategies from years of experience to help our clients exceed their goals.

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