

CASE STUDY: ISAGENIX

Touchpoint Associates Improves Isagenix' Customer Service and Employee Moral with Management Impact Program



"Thanks to Touchpoint Associates' training program we've seen a big shift in our contact center culture and employee morale has never been better." Patty Raphael, VP of Operations, Isagenix

BACKGROUND

Isagenix® develops and manufactures products to assist in weight management, long-term wellness and skincare. Established in 2002, Isagenix is a privately owned company with headquarters in Chandler, Arizona.

BUSINESS CHALLENGE

Isagenix' contact center, which handles customer calls from around the world, had grown quickly to meet the demands of the company's year-over-year growth. The result was a contact center staffed with supervisors with varying levels of experience and an organization that needed to improve their level of formalized training. Customer complaints about inconsistencies in service and support and low employee morale prompted the company to seek a solution to improve employee satisfaction, service delivery and leadership skills within its contact center.

SOLUTION

Isagenix realized it needed to invest in a training program for its contact center employees in order to make the improvements it needed. After careful consideration, Touchpoint Associates, Inc.

was selected to evaluate the current state of the contact center and introduce its Management Impact Program for leadership training and coaching.

"Unlike other consultants who are focused on business management, Touchpoint's approach is very focused on the day-to-day workings of call centers, which was important to us," said Patty Raphael, Isagenix' VP of Operations. "The Management Impact Program was a program that spoke the most to us...a program that would help our supervisors identify their leadership styles and show them how to better communicate with their direct reports."

Pre-program surveys and discovery sessions revealed that contact center employees did not feel they received enough coaching and one-on-one time from their supervisors. Team meetings were considered too generalized and lacked the personalized feedback necessary for employees to improve their performance. Touchpoint used this information to develop a customized, two-day workshop for the contact center's management team.

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The Management Impact Program addressed call center processes, leadership concepts, employee relationship-building and communication techniques and success metrics. In addition, Touchpoint conducted one-on-one mentoring sessions with managers to answer their specific questions and discuss specific needs. These sessions were also used to introduce time management tools, conduct role play activities and develop individual action plans for meeting specific personal and team performance goals.

RESULTS

One-on-one sessions, conducted by Touchpoint approximately 60 days after the workshop concluded, showed the new coaching methodology had been successfully implemented. Supervisors were managing their time more effectively and setting aside time to meet with direct reports to both listen to issues and address problems.

"The process unveiled to us that we needed to make some changes in order to free up our supervisors so they could function at a higher level," shared Raphael. "In addition, the coaching system empowered supervisors to take ownership of their direct reports' productivity and think about how they could in turn empower them. As a result, morale is the highest it has ever been and the team's productivity has improved."

ABOUT TOUCHPOINT ASSOCIATES

Touchpoint Associates, Inc. helps companies understand and improve their customers' experiences. We are more than just consultants with ideas; everyone has deep experience implementing change within companies. We work closely with you to improve how your employees serve customers and to energize your entire organization. Our strategic consulting, training and mentoring programs are adaptive and targeted and have made a difference at some of the top companies in the world. We can do the same for yours.

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