

CASE STUDY: SIRIUS XM Radio

Management Impact Program Helps Drive Sales, Saves and Productivity for SIRIUS XM Radio's Inbound Contact Center.



"I'm seeing where the information I gained from [Touchpoint's] training is making me a better manager and my team is performing much better as a result." Alecia Wright, SIRIUS XM Radio Team Manager

BACKGROUND

In July 2008 Sirius Satellite Radio and XM Satellite Radio merged to form SIRIUS XM Radio, Inc., a single satellite radio network in the United States. The company delivers 300 channels of commercial free music, and premier sports, news, talk, entertainment, traffic and weather to more than 18 million subscribers. SIRIUS XM Radio also provides satellite-delivered entertainment and data services for the automobile market and offers industry-leading products nationally through electronics retailers including Wal-Mart, Best Buy, Circuit City, and Sears.

BUSINESS CHALLENGE

SIRIUS XM's inbound customer service center, which handles over 1.8 million calls a day, sought to increase sales and productivity. High growth rates often resulted in the contact center being staffed with managers who were relatively inexperienced and lacked personnel management and communication skills. The Quality Monitoring Group, which reviews customer calls and provides feedback on call performance, found inconsistencies in service and support among representatives. In addition,

team managers and their direct reports were not meeting expectations in areas of quality management, employee communication, customer saves and new sales.

SOLUTION

In order to improve morale, service levels and leadership within its call center, SIRIUS XM opted to invest in formal training for its contact center employees. After careful consideration, Touchpoint Associates, Inc. was selected to evaluate the current state of the call center and to introduce leadership training.

Pre-program surveys and discovery sessions confirmed that employees felt they did not receive enough coaching and one-on-one time from their managers, and many sought more recognition and information about the direction of the company. Managers admitted to having difficulty managing their time effectively and lacked the know-how to effectively change employee behavior. Touchpoint used this information to develop a customized, two-day workshop for all service center employees.

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Touchpoint's 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 issues about their direct reports. 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

Within weeks after the training concluded SIRIUS XM saw immediate results – sales and saves were up, after call work (ACW) was down and employee tardiness has decreased significantly. For targeted agents, sales increased more than 50%, month-over-month saves increased by 3.5%, and productivity increased as much as 30%.

"My coaching sessions are going much better than before," shared contact center team manager, Alecia Wright. "I'm seeing improvements in my team's quality and productivity scores. I'm also interacting more with the agents on my team and it had made an impact on their performance."

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

"I could not wait for the program to end so I could go back on the floor and use what I learned," exclaimed Natesha Deacon, another contact center team manager.

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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