

# Operational Performance Assessment Project Profile



## Major Canadian Telecommunication Provider

### The Issue

One of the largest telecommunication providers that offers both wireless and wireline services in Canada wanted a credible third party to assess their contact center activities, identify service gaps, and align improvement initiatives with those exhibited by the highest performers. Executing this assessment would help the client ensure consistent customer experiences and operating processes across the organization.

### The Solution

The client decided to pursue J.D. Power's Contact Center Operational Performance Assessment. Their motivation was not simply to gain operational efficiencies, but also to benchmark themselves against high performers across multiple industries, not just those in the telecommunications industry. Identifying best practices that were working in other industries helped the company make more informed decisions that would improve and elevate their own processes, and, in turn, improve customer satisfaction.

### How J.D. Power Assisted

The Operational Performance Assessment provided the client with a suite of easy-to-use self-assessment tools that allowed them to benchmark their metrics against certified performers and gain insights into the leading practices known to drive high customer satisfaction. An intensive on-site assessment was conducted at their contact centers with expert analyses and recommendations provided to improve the customer experience and overall operations. The Operational Performance Assessment confirmed to senior management that their contact centers were operating in line with the highest-performing centers across industries.

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