



## CASE STUDY

# Delivering Market-Leading Tier 1 Support for Connected Device Customers



## The CHALLENGE

A Tier 1 U.S. mobile carrier needed a support partner capable of managing complex, high-touch customer service for new product lines in the connected home and connected vehicle categories. These offerings involved advanced monitoring, smart home integration, Wi-Fi connectivity, and fleet tracking. The carrier required a partner that could scale fast, integrate seamlessly with internal systems, and consistently deliver high customer satisfaction .

## The GOALS

Deliver comprehensive Tier 1 technical support for smart home and vehicle services

Maintain strict adherence to service level agreements (SLAs)

Provide a seamless customer experience across residential and small business segments

Drive high CSAT and NPS to support brand loyalty

## ASSURANT'S APPROACH

Assurant deployed dedicated U.S.-based teams trained in smart home ecosystems and advanced connectivity. Our team was granted full access to the client's systems, enabling seamless troubleshooting across billing, devices, and apps. Custom training programs ensured deep product fluency, while AI-powered tools supported real-time resolution, upselling, and sentiment-based coaching.

## The RESULTS



**100% SLA adherence** across both product lines

**NPS: 85** average

**CSAT: 96%** (smart home)  
**93%** (vehicle/fleet)

**FCR: 90%+** with a total resolution rate exceeding 98%

Seamless support across both **consumer and business segments**

## CASE STUDY

# Dramatically Improved Tier 1 Customer Care for Major U.S. Carrier



### The CHALLENGE

Assurant assumed responsibility for managing the mobile device trade-in program for a major carrier, transitioning it from their previous provider. During joint transition planning, it became clear that the carrier's existing customer care operation lacked the capacity to handle the projected scale and complexity of the upcoming trade-in volume.

To address this, Assurant proposed relocating the trade-in care operations to our global call center network. Rapid growth was anticipated due to aggressive consumer promotions and enhanced upgrade options, supported by a substantial marketing investment from the client. To ensure a seamless experience, we developed a dedicated support team, specially trained in the nuances of the new trade-in offerings.

### The GOALS

Migrate the care operation to Assurant's call center within 3 months

Triple the scale of Tier 1 support within 6 months

Train all agents on new and complex trade-in promotions, upgrade paths, transaction processing, billing, and logistics

Improve adherence to service level agreements (SLAs)

Lower cost-per-subscriber through enhanced agent productivity

### ASSURANT'S APPROACH

We quickly launched a 24/7/365 dedicated call center operation to support the trade-in program. Skilled supervisors developed and led a comprehensive training curriculum for new agents. We leveraged Assurant's robust infrastructure — call management systems, omnichannel communication tools, training platforms, and knowledge bases — and enriched them with expert content tailored to trade-in services.

Following a hands-on nesting period, agents gradually took over call volumes from the legacy care provider across a 3-month transition. We also implemented new system access points to the client's platforms, streamlining operations, reducing warm transfers, and boosting agent efficiency.

### The RESULTS

**31%** reduction in average handle time (AHT) within 3 months

**48%** reduction in call frequency over 6 months, driven by improved first-call resolution

**91%** improvement in average speed to answer (ASA) in 3 months

**36%** decrease in cost-per-subscriber by year-end

All achieved while managing **2.6x growth in subscriber transactions** during the 6-month ramp



## CASE STUDY

# Scaling Call Center Support With 100% SLA Adherence



## The CHALLENGE

A global financial services provider wanted to transition both Tier 1 customer service and Tier 2 claims support from internal operations to a trusted partner, without disrupting service during a high-growth period. The program required rapid scale-up and compliance with financial industry standards while maintaining world-class service.

## The GOALS

Seamlessly transition Tier 1 and Tier 2 support over an 8-month period

Maintain 100% SLA adherence throughout the rollout

Support consumer banking customers with high service expectations

Enable future scalability as program needs grow

## ASSURANT'S APPROACH

Assurant stood up a blended customer service and claims operation, staffing with 100 agents and 60 adjusters at launch. We implemented custom training tailored to the client's product ecosystem and leveraged our hybrid contact center model to deliver stability and flexibility. We ensured full compliance while building capacity to scale to 220 agents and 90 adjusters by mid-2025.

## The RESULTS



**100% SLA adherence** throughout the implementation period

**Seamless service transition** with no customer disruption

Positioned for expansion to support **>200 agents and 90 adjusters**

Delivered stability, CX consistency, and strong compliance in a regulated environment





## CASE STUDY

# Rapid Ramp-Up of Call Center Support for a Fortune 100 Company During Covid and Beyond



## The CHALLENGE

When the COVID-19 pandemic hit, a Fortune 100 company looked for ways to maintain call center operations while transitioning their staff to a remote work environment. With rising call volumes and limited internal capacity, they needed an experienced partner who could absorb a significant share of customer interactions—fast.

## The GOALS

Rapidly stand up a support solution to handle overflow call volumes

Ensure continuity of service during a time of global disruption

Maintain high CSAT and compliance during transition

Establish a reliable long-term partner for ongoing support

## ASSURANT'S APPROACH

Within days, Assurant mobilized teams and infrastructure to take on the client's inbound call traffic, leveraging our flexible hybrid model and deep experience with regulated support environments. We trained agents in policy servicing and customer care, integrating with the client's systems to ensure seamless issue resolution.



## The RESULTS

Rapid onboarding and full operational support during early pandemic months

Zero customer-facing downtime or service interruption

Maintained exceptional customer satisfaction during a period of national disruption

Built a **lasting partnership**, with Assurant still handling a portion of the client's call volume today