

# CASE STUDY: 1

## TRANSFORMING CUSTOMER SERVICE EXCELLENCE FOR A LEADING CHICKEN QSR IN ATLANTA

In the competitive landscape of Quick Service Restaurants (QSRs), exceptional customer service is non-negotiable. We tackled a pressing challenge: revitalizing a demotivated IT Support Desk. Faced with half the team lacking enthusiasm, we implemented strategic downsizing and precise recruitment, resulting in remarkable outcomes.

### THE CHALLENGE WE OVERCAME IN THIS PROJECT

#### CHALLENGE

Upon taking over the IT Support Desk for one of the largest Quick Service Restaurants, we faced a significant challenge. The existing team of 50 IT support professionals was plagued by a lack of motivation and engagement. Half of the team members were disinterested, leading to decreased productivity and customer satisfaction scores below the service level agreement. The challenge was to reinvigorate the team, enhance customer satisfaction, and establish a culture of excellence within a demotivated workforce.

#### SOLUTION

The first step involved strategic downsizing, reducing the team to 25 people by retaining only the most dedicated and motivated individuals. This decision not cut out synergistic negativity in the workforce but also motivated an atmosphere of commitment. We then focused on redefining the team culture.

Through targeted recruitment and comprehensive training programs. We carefully curated a team of 125 passionate professionals that included Customer Service Reps, Project Managers, and Analysts. This new team was not just equipped with technical expertise but also shared a genuine dedication to delivering exceptional customer experiences.

# OUTCOME:

The results were remarkable:



+125

The IT Support Desk team was successfully expanded to 125 dedicated professionals



100%

Earned the trust of new departments within the organization.



90%

The Voice of the Customer (VoC) score soared to over 90%,

***This case study showcases your ability to not only optimize operational efficiency but also foster a culture of excellence, leading to significant improvements in customer satisfaction and interdepartmental collaboration.***



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