



CASE STUDY

STREAMING CUSTOMER CARE:

# The Path to a 95% Viewer Experience Rating

## THE ASK

The initial challenge was to launch and manage a comprehensive support program for a leading streaming channel. The program aimed to provide unparalleled viewer experience support, effectively manage viewer concerns, and maintain exemplary quality and performance standards. Rapid growth and strategic adaptation to evolving client needs were essential for the program's success.

## THE SOLUTION

Valor Global's approach to streaming service support is comprehensive, addressing the multifaceted needs of the industry with tailored solutions.

### STRATEGIC EXPANSION

Understanding the streaming industry's dynamic demands, Valor Global initiated its support operations in the USA and strategically expanded to global locations. A dedicated team of chat experts was established in the Philippines, enabling round-the-clock service excellence and scalability to accommodate growth and performance goals.

### UPHOLDING QUALITY STANDARDS

To meet the critical demand for exceptional viewer experience, operational excellence was prioritized across all customer interactions. This commitment to excellence aimed to enhance viewer satisfaction and foster loyalty.

### OPERATIONAL EXCELLENCE

Valor Global adeptly managed the rapid expansion of services and integration of new business lines, such as incorporating email cancellation requests and addressing customer queries via third parties. This adaptability ensured that service quality remained uncompromised despite the increased workload and complexity of operations.

### FOSTERING TEAMWORK

Emphasizing the importance of exceptional teamwork and collaborative efforts, we cultivated a culture where diverse teams worked cohesively to surpass performance goals. This collaborative environment was pivotal in driving the program's success.

## THE RESULTS

The strategic approach led to outstanding achievements:

- **Exemplary Performance Metrics:** The program distinguished itself with remarkable metrics, including a 95% viewer experience rating and an 89% issue resolution rate. Achieving a high-quality standard of 95% and maintaining low after-call work durations (under 30 seconds) underscored the program's operational excellence.
- **Successful Expansion and Adaptability:** Valor Global's ability to seamlessly incorporate new streaming services and manage additional workload, like email cancellations, demonstrated its capacity for strategic growth and adaptability.
- **Recognition of Excellence:** The program's commitment to superior management practices and operational excellence was further validated by the recognition of the Workforce Management team as Best in Class.

Through strategic growth, rigorous attention to performance metrics, and a culture of teamwork and continuous improvement, Valor Global's program has exceeded expectations. The program is ideally positioned for ongoing success, ready to face the challenges and seize the opportunities in the competitive streaming service market. This case study illustrates the impactful results of strategic planning, teamwork, and a relentless pursuit of excellence in meeting and surpassing client objectives.



**Experience the difference with Valor Global.**  
Our flexible and tailored solutions are designed to meet your specific needs. Contact one of our experts today and let us help you achieve your goals.

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