

CX Transformation Projected to Save Fortune 500 Company \$3.9 Million Annually

A leader in HVAC, fire, and security services transforms fragmented contact center operations to drive measurable ROI

INTRODUCTION

A Fortune 500 leader in HVAC, fire, and security services engaged COPC to address long-standing fragmentation across its North American contact center ecosystem. With more than 400 agents handling over 235,000 monthly calls across multiple divisions, the organization operated with disconnected systems and limited visibility into customer experience performance.

What started as an HVAC assessment for a single division quickly evolved into a comprehensive enterprise-wide program. COPC led a multi-phase engagement spanning IVR optimization, metrics development, workforce management, and CX technology evaluation. The deep operational diagnostics uncovered systemic issues that had gone undetected for years, providing a clear and scalable roadmap to unify operations, improve routing accuracy, and strengthen the overall customer journey.

THE CHALLENGE

The organization's contact center operations suffered from disconnects, operating three separate technology ecosystems independently with no integration. Metrics definitions varied across divisions with limited alignment to industry standards, and no performance measurement existed across multiple channels.

Operational inefficiencies were rampant. Workforce management (WFM) tools lacked multi-skilled functionality, driving an average agent occupancy rate of just 49% and causing widespread, avoidable waste.

Furthermore, customer-facing interfaces were deeply flawed. Self-service completion rates sat at a meager 6.4%, contradicting the inflated success rates reported by external vendors and signaling an inconsistent customer experience.

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THE SOLUTION

COPC delivered a structured, multi-phase program that combined deep operational diagnostics with technology expertise to build a unified, enterprise-wide CX strategy.



Phase 1: HVAC IVR Assessment

Analyzed 1,596 points of contact, identifying five root causes of misrouting. COPC designed a future-state IVR incorporating DTMF optimization, ANI-based intelligent routing, and natural language capabilities, while training 12 key stakeholders.



Phase 3: Fire & Security IVR Assessment

The assessment was extended to cover 150 agents and 215,000+ monthly calls. COPC evaluated their natural language platform, exposed gaps in billing and intent accuracy, and delivered a targeted optimization package.



Phase 2: Contact Center Metrics Framework

The team evaluated existing data governance, uncovering significant variations that resulted in 114 excess ACW hours per month. COPC developed a comprehensive framework aligned to the COPC CX Standard to establish consistent targets and formulas.



Phase 4: Deployment Oversight

COPC provided senior engineering oversight for the HVAC implementations—guiding architecture, configuration, testing, and cutover readiness to ensure a smooth, controlled enterprise deployment.

THE RESULT

The enterprise-wide assessment exposed hidden operational silos, eliminated inaccurate vendor metrics, and unlocked massive opportunities for cross-skilling and workforce efficiency.

26min

Saved from customer repair journeys, alongside the elimination of up to 30 unnecessary steps.

\$1.25M

In annual savings secured through strategic cross-skilling and operational consolidation

\$2.3M

In projected annual savings generated from the full enterprise IVR optimization and deployment.

\$350K

Recovered in workforce efficiency, translating directly to over \$350,000 in annual WFM gains.

Founded in 1996, COPC Inc. is the global authority on transforming customer experience (CX) operations. As the pioneer of CX certification and the architect of the COPC CX Standard, the company provides the rigorous management framework iconic brands rely on to unify the service journey across every channel. COPC Inc. is the only firm that provides all the advisory, research, training, certification, technology and implementation expertise necessary to bridge the gap between high-level CX strategy and operational execution. By taking a methodical, journey-first approach, COPC's seasoned experts do more than just deliver a strategy; they implement the required changes to optimize performance, drive brand loyalty, and future-proof CX operations.

COPC Inc. is headquartered in Winter Park, FL, United States, with operations in Europe, the Middle East, Africa, Asia Pacific, Latin America, India and Japan. www.copc.com



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