

IMPACT STORY

How Cross-Functional Collaboration Boosted an Education Technology Company's *Customer Service Efficiency*



THE CHALLENGE

Delivering personalized support to a growing student base across diverse time zones necessitates a skilled and readily available customer service team.

Traditional in-house hiring methods may not be the most effective solution due to limitations in scalability, talent pool depth, and global reach for 24/7 support.

SOLUTION

By leveraging Booth & Partners' efficient hiring process, we built a [high-performing team of 25 agents with the perfect skillset](#).

Our dedicated account managers ensured [seamless integration](#) with the client's existing team, extending customer service coverage (6 a.m. to 9 PM) across multiple channels (phone, email, SMS, instant chat). This resulted in exceptional multi-channel support, exceeding expectations and improving the client's efficiency.

RESULTS

Booth & Partners' expertise went beyond building a team. They seamlessly integrated with their processes and proactively presented top-tier candidates, ensuring their evolving needs were met. This resulted in a [stellar customer support team](#) that scaled their efficiency and empowered their business to scale with confidence.

ABOUT THE CLIENT

Industry: [Education Technology](#)

A leading EdTech company, a pioneer in personalized online tutoring. They leverage technology to empower students by providing them with one-on-one support from qualified educators. Their focus is on creating a customized learning experience for each student, ensuring targeted instruction for key subjects and grade levels.



"They are all exceptionally fast learners who love feedback and achieve great results."

Booth & Partners' professional customer support services have enabled the client to scale their business. The team seamlessly integrates with internal structures and processes, and they proactively recalibrate their selection of agents to perfectly match the company's communication standards."

Operations Manager