

CASE STUDY



Netflix's CX Transformation: How Compass Experience Labs Cut Response Times by 35% and Boosted Resolution Rates by 22%

CX Challenges

Netflix, known for its cutting-edge entertainment platform, operated an online merchandise store as a complementary offering to their core streaming business. While their branded merchandise appealed to devoted fans, the company strategically maintained a focused allocation of resources toward their primary streaming service. Their customer support utilized email, chat, and phone channels, but the CX operation struggled with several key issues that prevented them from delivering the exceptional experience Netflix's brand is known for. Compass Experience Labs stepped in to transform their approach, ultimately **delivering a 35% reduction in response times and a 22% increase in first-contact resolution.**

- **Ineffective Previous Partnership:** Netflix's former BPO failed to deliver required results. KPIs were poorly defined, creating unclear expectations and underperformance.
- **Lack of Transparency:** Netflix had limited visibility into performance metrics and training processes, making it difficult to assess service quality.
- **Training Deficiencies:** Training programs were either non-existent or inadequately structured, resulting in inconsistent customer service.
- **Minimal Collaboration:** The absence of a true partnership with their previous vendor prevented Netflix from ensuring their CX standards were being met.

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Netflix needed a true CX partner who could drive better results and provide the transparency they required. They chose to transition from a marketing agency model to Compass Experience Labs, a CX-focused partner known for its data-driven approach and collaborative relationships.

CX Strategy

Seamless Transition & Implementation

Compass Experience Labs took immediate control of the transition process, addressing gaps in training, transparency, and performance while minimizing disruption to Netflix's ongoing operations.

Comprehensive Training Development

One critical challenge with the previous vendor was the lack of structured training. Compass built a complete training program from scratch:

- **Documented Processes:** Created detailed documentation for every process and conversation type, establishing a foundation for consistent service.
- **Structured Materials:** Transformed Netflix's CX strategy into formal training modules and standard operating procedures (SOPs).
- **Nesting Program:** Implemented a progressive training approach that helped agents adapt to their roles gradually, improving both performance and retention.

Data-Driven Performance Management

Compass worked with Netflix to identify and implement relevant KPIs for measuring CX effectiveness:

- **Clear Benchmarks:** Established specific targets for response and resolution times.
- **Measurement Framework:** Created dashboards and reporting systems to track performance consistently.
- **Regular Analysis:** Implemented weekly business reviews to assess metrics and make data-informed adjustments.

Radical Transparency & Communication

Addressing a major pain point with the previous vendor, Compass prioritized complete visibility:

- **Weekly Business Reviews:** Conducted regular performance meetings to analyze volume trends and staffing needs.
- **Transparent Reporting:** Provided clear insights into all aspects of CX operations, from individual agent performance to overall team metrics.
- **Collaborative Decision-Making:** Involved Netflix in strategic CX decisions, creating a true partnership rather than a vendor relationship.

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CX Impact

Immediate Performance Improvements

Comparing Q4 performance before and after the transition to Compass showed dramatic improvements:

- **35% Faster Response Times:** Average email response time decreased dramatically, while chat response time improved to under 20 seconds.
- **22% Higher Resolution Rate:** First-contact resolution increased significantly, reducing customer effort and follow-up contacts.
- **CSAT Growth:** Customer satisfaction scores rose from the low 80s to consistently above 90% within the first four months.

Long-Term Strategic Benefits

Beyond immediate metrics, the partnership delivered lasting strategic advantages:

- **Scalable Foundation:** The comprehensive training and clear processes created a framework that could adapt to growing volume without compromising quality.
- **Operational Intelligence:** Compass's data analysis identified recurring issues, enabling Netflix to address root causes in their product and operations.
- **Cost Optimization:** Despite improved performance, Compass's efficient staffing models and process improvements kept costs stable.

The partnership between Netflix and Compass Experience Labs transformed an underperforming CX operation into a streamlined, high-quality service model. Compass built a stronger, more efficient framework that delivered lasting improvements to Netflix's customer service. Even after the engagement concluded, the operational processes and insights continued to benefit Netflix's CX operations - demonstrating Compass's ability to deliver transformative results in time-constrained engagements.