



## Background

AwardSpring was established in 2014 and is a SAAS company that helps schools and foundations manage the difficult process around administering and screening scholarships and applicants. In 2015 AwardSpring onboarded over 200 institutions to their platform.

## The Problem

While AwardSpring was thrilled to have more business, the company also recognized a need for a new customer service solution that could help them excel at customer service while also being economical. AwardSpring's needs reflect a more integrated customer service profile than traditional first tier customer support representatives.

Management also recognized the need for a partner who could implement a new QA system to track, monitor & maintain the highest level of service for their new and existing customers. This process needed to be done quickly and efficiently due to the rapidly growing client base.

With limited resources, AwardSpring began searching for a partner to fulfill these needs and reached out to Millennial Services. After speaking with Millennial and discussing the variety of a la carte services Millennial could provide, AwardSpring management decided to engage with Millennial Services for the customer service need.

## The Solution

Millennial Services worked very closely with AwardSpring up front, studying their business practices, customer profile, and daily customer service routines to come up with a solution that was customized and effective in servicing AwardSpring's unique business challenges.

Since starting with Awardspring; Millennial Services has established a previously non-existent customer service process, including training, QA, and team management, all wrapped into an economical, per agent hourly rate.

The new training program is designed to scale rapidly, and keep training consistent among all Millennial hires, and is even utilized by internal Awardspring employees.

### Technology

The QA program is a proprietary process that has been employed by Millennial for 8 years, and it ensures continued customer success and the highest level of customer service by Millennial representatives. Through routine QA calibrations, we are constantly improving the client tailored QA process and resources for customer service representatives.

### The End State

As a result of hiring Millennial Services Awardspring has been seen a dramatic improvement in customer satisfaction, the way their customer service department runs, handles & tracks issues. Millennial Services has provided the level of partner support required for demanding customer profiles and rapidly growing businesses like AwardSpring.