How Securus Transformed Customer Service Without Compromising Empathy

Restoring customer access, trust, and consistency

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...When you can provide an economically viable, top notch service and wrap it in a purpose as relevant as Televerde's, you have a company that's in a league of their own.

JOANNA ACOCELLA
Former Vice President of Corporate Affairs, Aventiv Technologies, parent company of Securus Technologies

The Challenge

For Securus Technologies, customer care is inseparable from its mission. These are not routine service calls. They are moments that directly impact connection, trust, and peace of mind.

As demand increased and expectations rose, delivering consistently on that mission became more complex. During periods of elevated volume, customer access to live support deteriorated. Calls went unanswered. Wait times stretched beyond 30 minutes. In moments when reassurance mattered most, access to a real person became unreliable.

The impact on the customer experience was measurable and growing:

- Unanswered calls exceeded 27%, limiting access to live support
- CSAT declined to 2.7 out of 5, signaling rising dissatisfaction
- Service levels dropped as low as 53% during peak demand
- Emotionally charged interactions amplified the impact of delays and inconsistency

Customer experience leadership recognized that access to a live agent was not just an operational metric. It was a core experience promise.

Key Results

81% reduction in call abandonment

Wait times reduced

3.5 million customer calls supported in 2022

CSAT increased from 2.7 to 4.5

QA scores improved from ~65% to 90%

The Objective

Securus needed a customer care model that could:

The program included:

- Improve access to live support
- Preserve empathy in high-emotion interactions

- Deliver consistent experience at scale
- Operate as a seamless extension of the Securus brand

This was not about outsourcing customer care. It was about protecting it.

The Solution

Securus partnered with Televerde to design a scalable, SLA-driven customer care program focused on customer access, experience quality, and emotional intelligence.

The program included:

- High-volume inbound call support across critical services
- Brand-aligned agent training and quality standards
- Flexible capacity to meet unpredictable demand
- Continuous experience monitoring through CSAT feedback

Televerde agents operated as a true extension of Securus, measured against the same experience standards and brand expectations. Customers experienced continuity, not handoffs.

The Results

The partnership delivered meaningful improvements across the metrics that matter most to customer experience:

- **81% reduction in call abandonment,** from 27% to under 5%
- **Wait times reduced** from over 30 minutes to under 2 minutes
- **3.5 million customer calls supported in 2022,** with improvements sustained through high-volume periods
- **CSAT increased from 2.7 to 4.5,** based on insights from more than 5,000 surveys
- **QA scores improved from ~65% to 90%,** reflecting stronger consistency and performance

For customers, this translated into something simple but powerful: faster access to a real person, fewer repeat attempts, and renewed confidence that help would be there when needed.

Why It Matters

Securus proved that access, empathy, and scale are not tradeoffs. With the right operating model and partner, customer care can protect trust even under intense volume and emotional pressure.

By restoring reliability behind the scenes, Securus ensured customers never had to question whether support would be there when it mattered most.

Let's talk about **protecting customer trust** at scale. Call **1-888-787-2829.**

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