

TRANSFORMING SUPPORT OPERATIONS FOR A NATIONAL ENERGY COMPANY

A Case Study

Client Overview

As a leading national oil and gas company with nearly five decades of experience, our client has played a pioneering role in developing Canada's oil sands. Over the years, the company has expanded into global markets, investing not only in oil and gas exploration but also in renewables, lubricants, and retail fuel operations.



The Challenge

As the company expanded across multiple business sectors, especially in retail, the strain on its internal support systems became evident. With hundreds of gas stations spread across Canada and most staff trained specifically in energy operations alone, several critical issues emerged:

- Slow response times for point-of-sale (POS) support requests
- Delays in store migrations and back-office processes
- Customer frustration due to lack of email or online support
- Unanswered support tickets for days, disrupting operations
- The existing systems and processes were outdated and no longer suitable for the business's current pace.

Our Comprehensive Solutions

The company partnered with Pathway Communication to manage its **back-office**, **customer care**, and **technical support** to reduce the burden on internal teams and streamline its support operations.

In addition to providing core support services, our team implemented process improvements designed to pinpoint root causes and drive measurable outcomes. These included:

- Post-ticket closure call-backs to ensure customer concerns were fully addressed
- Automated customer satisfaction surveys for continuous feedback and insight
- In-depth audits to uncover inefficiencies and streamline operations
- A real-time, web-based dashboard giving managers 24/7 visibility into key metrics



To ensure consistency and seamless execution across all business units, we developed and implemented:

- Standard Operating Procedures (SOPs)
- Defined process flows and escalation matrices
- A robust quality management system

This comprehensive approach created a strong operational foundation and enabled the company to scale support services without increasing overhead.

The Results We Delivered

- **40%** reduction in operational support costs
- **60%** improvement in First Call Resolution
- **72%** boost in overall customer satisfaction
- Email response time **doubled** in speed
- Store service migration timeline reduced by over **75%**—from 8 weeks to just 12 days
- Support processes accelerated by **60%** with no additional cost

GET STARTED WITH
A BUSINESS IMPACT
ASSESSMENT



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