

Client is one of the largest banking and financial services organisations in the world. Its international network comprises over 10,000 offices in 83 countries and territories in Europe, the Asia-Pacific region, the Americas, the Middle East and Africa.

Background

- Client required that their in-house and outsourced collections campaigns improved performance.
- Client challenges:
 - Global service delivery gap
 - Just switched over to a new operating platform
 - 12 week internal recruitment to live cycle
- HEROtsc had:
 - 85 experienced tele-banking staff
 - Secure site with capacity for 150 seats

Client Objectives

- Deliver live operation in short timescale
- Reduced cost
- Maintain quality

HEROtsc Activity

- Conversion training completed in just 12 days
- Live operation delivered from project to live in 49 days
- Client benefits realised ahead of targets
- 87% customers were 'satisfied' or 'very satisfied' independent survey in week 12
- Customer feedback – "HEROtsc Aviemore is not just good, it's first class!"
- HEROtsc outsourced solution delivered a 30% reduction in cost per call

Outcome

- Team are FSA Accredited as Investment Associates to identify lead referral opportunities
- Leads generated across a range of 9 core products
 - Personal Loans, Mortgages, Savings, Bank Accounts, Home Insurance, Credit Cards, Car Insurance, Balance Transfers & Travel Money
- Currently generating in excess of 7% leads to calls against a 5% target
- 15% of leads generated convert to sale
- Mortgage sales alone equate to £52m annual book value
- Intelligent call routing – deflecting customers from IVR

Benefits to Client

- Fastest ramp-up ever experienced by client
- Positive contribution to global service
- Outsourced solution delivers a 30% reduction in cost per call
- Client stated that "HEROtsc is setting the standard in terms of converted credit card sales volume"



Results

- 87% of customers 'very satisfied'
- ↓ 30% client costs per call
- 15% leads generated converted to sale
- £52m mortgage sales
- ↑ 2% in calls to leads target

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HEROtsc are innovators in the design, development, deployment & delivery of insightful customer management solutions.

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