

Client is the UK's largest provider of digital entertainment and communications with 9,536,000 customers encompassing satellite, broadband and telephone services. Client currently has 16,000 employees and revenues of 5.3Bn.

Background

- Client required additional capacity following the successful growth of their digital entertainment phone and broadband products
- Additional support required for high definition TV to be made accessible to more households across the UK and Ireland

Client Objectives

- Partner with an organisation who could deliver their corporate vision
- To initiate a smooth & seamless launch that was transparent to their customers
- Secure long term relationship founded on reducing operating costs over time

HEROtsC Activity

- HEROtsC presented their Larbert operation as an immediate solution to client's capacity requirements with an established skill base & local recruitment pool to deliver the aggressive build plan
- HEROtsC offered substantial additional investment to pay for IT infrastructure, facilities refurbishment & branding to demonstrate our commitment to this new client
- From formal acquisition of the new business HEROtsC engaged their project & delivery team to work with their respective colleagues in the client team to plan ahead
- Senior management & key stakeholders immersed themselves within client's business to understand client's culture, processes & measurements of success
- HEROtsC engaged within the wider Client estate to make them aware of our capability

Outcome

- HEROtsC were able to provide a pioneer team who immersed themselves within client's Dunfermline site. This group of 55FTE & their respective management were able to go live 3 weeks ahead of plan within client's estate with HEROtsC fully managing the required logistics
- The main launch at our Larbert site of 110FTE took place within 2 months of the acquisition of the business – this business will quickly grow to 300 people
- HEROtsC secured additional business from client's Technical Services assisting client's TV customers with viewing difficulties – this operation went live within Larbert 3 months from the acquisition of the original business and employs 100 people. This team has now been up-skilled to be able to assist client's home telephone customers with their technical queries.
- HEROtsC secured additional Customer Services business for our Greenock site which went live 4 months after our original discussions with client – this operation now employs 200 people
- In total of 600 people are now engaged assisting client's customers with account management & technical support

Benefits to Client

- 55FTE were live 3 weeks ahead of schedule and able to relieve some of the pressure on the demand to speak to their Customer Services teams
- The deployment of the HEROtsC teams delivered immediate & sustained improvements in their speed of response to customers
- Client advised that the Larbert launch was "one of the smoothest launches they had ever experienced"
- They consider HEROtsC as an integral part of the operation
- The establishment of the new relationship with HEROtsC adds a new outsourcing partner who has quickly understood their business needs and considers operational & process enrichment as business as usual



Results

- Pioneer team 'go-live' 3 weeks ahead of plan
- 110FTE in place within 2 months
- Growth to 300FTE within 4 months of launch
- Additional site secured with 200FTE
- Fastest campaign ramp-up with 600 staff before Xmas 2009

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HEROtsC are members of:

