

Client is the government-funded telephone and online service offering information and advice on consumer issues. Client is funded by the Office of Fair Trading and delivered in partnership with Local Authority Trading Standards Services.

Background

- Government commission Hampton Report to review effectiveness of Trading Standards
- Findings – consumers didn't know where to get advice & lacked confidence when dealing with issues
- DTI commissioned to deliver new national service providing first-tier consumer advice

Client Objectives

- To increase consumer access to quality assured advice and information
- To give consumers the knowledge, tools and confidence to resolve matters themselves
- Improve quality and coverage of information
- Act as a gateway to complementary services

HEROtsC Activity

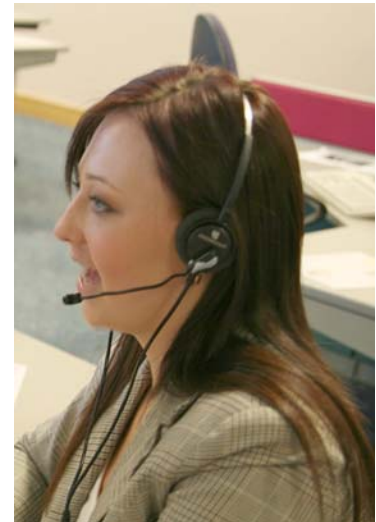
- 2000 calls per week; 8000 per month; over 95,000 per year
- 50 e-mails per week; 200 per month; over 2400 per year
- Inbound first tier consumer advice, referral & signposting

Outcomes

- Successfully delivering service to meet demanding SLA's with service levels in excess of 92%.
- HEROtsC delivered a full contact centre operation providing a single point of contact for impartial consumer advice - 40 seat contact centre
- First region in UK to go-live and was showcased in national media launch
- Client has consistently been voted top centre within client estate in UK
- HEROtsC's developed a bespoke Case Handling System which has been rolled out nationally across all 8 UK centres
- HEROtsC has provided added value by providing training, support and mystery shopping programme across 8 UK centres

Benefits to Client

- Hampton Report recommendations fulfilled
- More than 80% of consumers surveyed said they were 'very satisfied' with service and advice they had received
- 93% of consumers felt the service was easy to use, the advisors were knowledgeable & would use the service again
- 82% of consumers felt better equipped to deal with similar issues themselves in the future.
- In the first year client exceeded requirements & handled 100,000 customer contacts



Results

- 92% - SLA targets exceeded
- Developed in-house bespoke case handling system
- 80% customer satisfaction rating
- 93% of customers felt call system was 'easy to use'
- 82% of customers felt better suited in dealing with similar issues

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HEROtsC are members of:

