

Client is a leading European home entertainment company with over 600,000 active subscriber households and is in the top 3 most visited UK sites in entertainment with access to over 65,000 titles. Client is also the lowest DVD rental platform in Europe.

Background

- Following client's aspiration to move their customer service line back to an onshore centre, HEROtsc was selected to provide the Customer Services helpline for client.
- Client had a lack of capacity within their own facility
- Client had grown the business to a level where this service could not be managed effectively in-house

Client Objectives

- To grow the client business through retention of current customers and acquisition of new customers.
- To provide service to customer experience difficulties with the online service

HEROtsc Activity

- 6,500 calls per week : 27,000 per month : over 26,500 calls handled in the last year
- Inbound calls for customer service
- Customer retention
- Escalated customer email

Outcome

- Successfully delivering service to meet demanding SLAs
- Increased business through email work
- Quality standards maintained above target.
- Opportunity to tender for other business from the client estate.

Benefits to Client

- Quality service converts to retained customers at reduced cost for client
- Quality service converts to high level of customer satisfaction and client satisfaction.



Results

- SLAs met and exceeded
- Increased business via e-mail work
- Quality standards maintained above target

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