

With annual sales of over \$15 billion, and employing approximately 52,000 associates around the world, our client currently sells to customers directly or through affiliates in 42 countries.

## Background

- Capacity issues – client had no spare capacity to field customer inbound / outbound from their HQ
- Outsourced service commenced in HEROtsc Dearne Valley site on 14th August 2006

## Client Objectives

- Increase order entry capacity
- Great customer experience
- Drive additional revenue
- Repeat business

## HEROtsc Activity

- HEROtsc management expertise deployed to immediately increase efficiency
- Order value revenue generated £7.8 million – 177% above agreed target of £4.4 million
- Returns 6.2 % - Best ever year
- 'Model office' solution implemented driving operational best practice

## Outcome

- Service levels secured – capacity & efficiency of HEROtsc model driving customer satisfaction and increased revenue
- Quality of service – returns reduced; greater customer satisfaction and reduced operating costs
- Order Management to Added Value transition programme – driving enhanced customer experience & revenue streams

## Benefits to Client

- Cost effective contact centre operating model
- Customer satisfaction & loyalty secured
- Increased revenue through repeat business
- Increased revenue through effective marketing of promotional offers by advisors
- Ongoing operational and process enrichment - continuous improvement as "business as usual"



## Results

- ↑ 177% sales above target
- Clients 'best ever year' 6.2% returns from HEROtsc
- 'Model Office' created through best practice
- ↑ Quality of service through customer satisfaction and reduced operating costs

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