

Client is a technology company that operates in more than 170 countries around the world. Client offer consumers a wide range of products and services from digital photography to digital entertainment and from computing to home printing.

## Background

- Client is a company delivering technology for business and life. UK & Ireland business contributed \$650 million in revenue
- March 2005, HEROtsc appointed to manage generic services and specific sales channels within client Teleweb UK & Ireland
- In July 2005 HEROtsc successfully TUPE transferred 250 employees to HEROtsc from the previous incumbent in tandem with a physical move to client's campus at Erskine, Scotland.

## Client Objectives

- Improve operational capability, efficiency and quality of the operation
- Increase sales volumes and reduce cost per sale

## HEROtsc Activity

- 30,000/35,000 inbound and outbound calls per week
- Areas of responsibility for HEROtsc include sales and sales / technical support, e-mail response, white mail, customer satisfaction and audit facilities.

## Outcome

- Seamless transition on day one of contract
- Delivery of Operational Efficiency Programme, pointing towards a reduction in "cost per sale"
- Successful design and implementation of Quality Processes
- Programme for Management Succession and Development delivered, and 100% of management talent retained since start of contract
- Performance Management process initiated across "agent population"
- HEROtsc audit process saved agent compensation spend on \$6 million of sales over a four month period

## Benefits to Client

- Circa 30% reduction in client operating costs
- Efficiency improvement converts to lower cost per sale
- Increase in customer satisfaction ensures repeat business and lowers costs
- Management development ensures low levels of attrition and encourages talent to stay within the business which lead to reductions on recruitment costs
- Auditing process ensures that only genuine bonuses are paid to sales employees which indicated a saving of up to \$150,000 in the first 12 months of the contract



## Results

- Successful TUPE with 100% management staff retained
- ▼ 30% client operation costs
- New bonus audit process saved \$150,000 in first 12 months
- New training and quality process programmes improve efficiencies

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