

Client is the world's leading international appliance company. Each year, some 40 million consumers in more than 150 countries choose their consumer durable products with our client

## Background

- World leader in home appliances and equipment
- 55 million customers in 150 countries
- Fortune 500 Company
- HEROtsc has 5 year relationship
- Providing services in 2 major geographies – India / Australia

## Client Objectives

- Improve operational capability, efficiency and quality of the operation
- Cost reduction
- Automating manual processes

## HEROtsc Activity

- Inbound customer support
- Outbound customer service and sales
- Inbound product helpdesk
- Back office provision

## Outcome

- Support 200,000 customer calls every year
- Reduced error rates on the orders processed resulting in a saving of US\$100,000 per year
- Additionally savings of US\$ 1.75 million every year by troubleshooting 24% of all product related issues over the phone
- Process over 30,000 fax orders across all channels in a month
- Have consistently achieved an accuracy of 99.73%

## Benefits to Client

- Re-engineered a manual process to a semi automated process.
- Reduced error rates on the orders processed resulting in a saving of US\$ 100,000 per year
- Estimated cost reduction of 47% due to productivity improvement, right shoring and process improvement measures



## Results

- Supporting 200,000 calls per year
- ↓ Error rates saving \$100,000 per year
- ↓ 47% cost reduction
- Consistent accuracy rate of 99.73%

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HEROtsc are innovators in the design, development, deployment & delivery of insightful customer management solutions.

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