

Client is the world's leading mobile telecommunications company, with a significant presence in EMEA, Asia Pacific and the United States. The company has 280 million customers and a total market capitalisation of approximately £79 billion.

## Background

- Client acquired Singlepoint – a current HEROtsc customer
- Client had:
  - Lack of capacity in own contact centre facilities
  - Poor experience with incumbent suppliers of Pre-pay services
  - Desire to place all Pre-Pay with one supplier
  - HEROtsc appointed as the only UK supplier for Pre-Pay from Sept 2005

## Client Objectives

- To grow its customer base within the UK market
- Professional customer centric management of UK Pre-Pay customer enquiries

## HEROtsc Activity

- 105 000 calls per week : 444 000 per month : over 5 million calls per year
- Inbound calls on pre-pay customers
- Customer management e.g.
  - Payments by credit/debit card
  - Registration of new customers
- Complaints management by phone only, no management of e-mail or white mail
- Fulfilment Services
- Real-time Marketing

## Outcome

- Successfully delivering service to meet demanding SLAs
- HEROtsc delivers:
  - Customer Satisfaction
    - 72% of all customers satisfied with their interaction
  - Customer Resolution
    - 77.8% of all customer contacts resolved 1st time
  - Complaint levels 97.5% better than SLA
    - SLA = Not more than 4 complaints per 10k calls
    - HEROtsc currently achieve 0.1 per 10k

## Benefits to Client

- Quality service converts to retained customers at reduced cost for client.
- Greater retention in client estate due to customer satisfaction & resolution delivery
- Won 'Best Outsourcing Relationship' - Euro Call Centre Awards 2006



## Results

- 72% customers satisfied with service
- 77.8% first call resolution
- Complaint levels 97.5% better than SLA
- Winner of 'Best Outsourcing Relationship'



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