

With over 16 million UK customers, client is the 3rd largest operator within the UK mobile telecoms industry and is part of one of the largest mobile companies in the world whose subsidiaries and affiliated companies serve over 86 million mobile customers worldwide.

Background

- Client required that their in-house and outsourced collections campaigns improved performance.
- In 2004, HEROtsc approached client with an innovative proposition to cut operating costs through a carve-out of one of their UK locations.
- Capacity - client required a partner who could deliver results at scale within a compelling financial model
- HEROtsc operations commenced in 1999 with 200 FTE, rising to the current 1000 FTE provision over three sites.

Client Objectives

- Partner with outsource provider capable of delivering flexible, large scale customer service solution
- Achieve differentiation in the marketplace through superior customer service capability
- Secure long term relationship founded on reduced operating costs over time
- Repeat business

HEROtsc Activity

- Over 1 million calls per month handled by HEROtsc employees
- 24*7*365 service provision
- First line technical support team
- Service expansion - B2B telemarketing promoting mobile broadband proposition

Outcome

- £80M+ acquisition deal over 4 years
- TUPE transfer of 250 people
- Transfer of property obligations (long term lease) and technology assets.
- Significant technology enhancement (HEROtsc systems and applications deployed throughout a staged process)
- Allowed client better utilisation of property portfolio
- Superior overall utilisation of property through other work being brought in to the site.
- Supported client efficiency and productivity objectives.

Benefits to Client

- Circa 30% reduction in client operating costs
- HEROtsc delivering top quality scores across whole of client estate. HEROtsc centres delivering service to client rank 1,2 and 3 in the clients 6 call centres.
- Continuous improvement initiatives have seen 10-12% efficiency improvements in some core processes which drive cost and customer experience benefits
- Efficient resource management utilising HEROtsc's WFM platform (Teleopti)



Results

- TUPE transferred 250 staff
- ↓ 30% client operation costs
- ↑ Ranked 1st, 2nd & 3rd in entire client estate
- ↑ 10-12% efficiency improvement
- ↑ Customer experience index

HEROtsc
1 Central Park Avenue
Central Business Park
Falkirk FK5 4RX
Tel: 01324 575000
Web: www.herotsc.co.uk

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

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