

Our client pioneered the concept of one stop shopping in the UK. Today it is the countries second largest supermarket. In line with their vision our client paired with the UK's largest mobile operator in 2007 to provided client customers with the next step in one-stop-shopping.

Background

- Client engaged mobile supplier – (current HEROtsc customer to provide network services for it's own mobile customers.
- Existing mobile customer had:
 - Existing quality experience with HEROtsc
 - Desire to place all MVNO business with one supplier
 - HEROtsc appointed as the only UK supplier for client from April 2007

Client Objectives

- To provide a one-stop-shop for client customers
- Grow customer loyalty through EDLP (every day low prices)

HEROtsc Activity

- 11,300 calls per week : 53,000 per month : over 636,000 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
- Clients mobile call centre cited by client as model call centre
- Commendation received from Head of client mobile division for quality of service to MVNO mobile customers
- Quality maintained above 8/8 target consistently.

Benefits to Client

- Quality service converts to high level of customer satisfaction and client satisfaction.
- Increased base size for client mobile operations.



Results

- Successfully meeting demanding SLAs
- HEROtsc centre cited as a 'model' call centre by client
- Quality maintained and improved
- Increased client base

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