

Client set-up MVNO (Mobile Virtual Network Operator) via the UK's largest mobile network provider. The first products to be launched were pre and post-pay products.

Background

- New umbrella brand developed in 2007
- All products under this brand are serviced by the mobile providers network.
- Client pay monthly plan was launched Oct 2007.
- In 2008 client Prepay plans were launched.

Client Objectives

- To become the fastest UK MVNO to connect 1 million new customers.
- To bring clarity to a confusing marketplace by providing great customer service and giving customers the ability to choose from a broad range of competitive products, so they can select a product which best suits their budget and lifestyle.

HEROtsc Activity

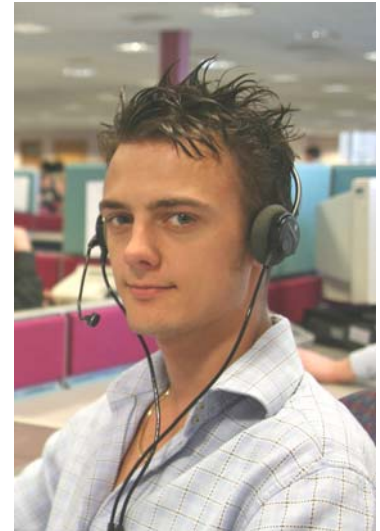
- 8000 calls per week, 35,500 calls per month, 426,000 calls per year.
- Inbound calls on pre-pay customers.
- Customer management, e.g. registration of new customers, payment by credit/debit card, complaints management by phone only, add value.

Outcomes

- Successfully delivering service to meet demanding SLA's with service levels in excess of 90%.
- Consistently delivering high quality service with 80% of customers satisfied with their interaction and 88% of queries resolved first time.

Benefits to Client

- Quality service converts to retained customers.
- Greater retention due to customer satisfaction delivery.
- Promotion of client self-service/online – reduced propensity to call.
- Growth of the customer base.



Results

- 90% - SLA targets exceeded
- 80% customer satisfaction rating
- 88% first call resolution
- Growth of customer base

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