

Client is a leading global VOIP service provider with annual traffic of approx 2 billion minutes. They have a current customer base of 2.4 million.

## Background

- Client selected HEROtsc to be their main inbound customer service supplier.

## Business Outcomes

- Serviced over 200,000 customer contacts in last 6 months.
- Improved Customer Satisfaction score by 25%. The CSAT improved from 50% to 75%.
- Support a business critical objective for the client. Reduced cost per call from USD \$6 to USD \$2.3
- Increased first call resolution by 31%. The FCR improved from 46% to 77%

## Strategic Outcomes

- Successful transition of current lines of business is helping in changing the mindset of client’s employees to off-shoring business after a failed experience with another Indian BPO in Mumbai
- Developed flexible staffing model to support up to 150% of forecasted volume

## Value Add

- Partnered with client to develop a knowledge base that is used by on-shore and near shore support sites
- Developed and standardized support critical practices like issuance of credit, escalations, etc.

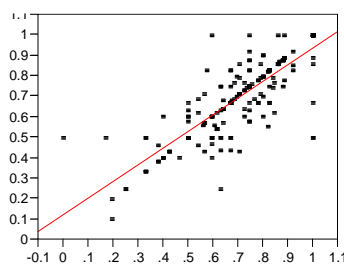
## Six Sigma Project: Case Study of C-SAT Drivers

### Goal

- Increase Customer satisfaction score from 45-50% range to 75-80% level

### Approach

- Six Sigma Methodology

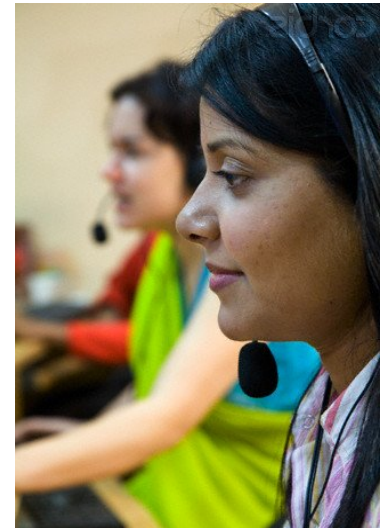


### Key Findings

- By further exploring the client’s assumption that First Call Resolution (FCR) is the key C-Sat driver, we discovered strong additional linear relationships between C-Sat and “Satisfaction with Agent”, “Agent Product Skills” and “Agent Communication Ability”

### Results

- Quickly moved C-Sat from 50% to over 75% and maintaining it at a consistent basis for the last 6 months
- Improved Net Promoter score (referral index) from 52% to 90%



## Results

- ↑ 25% CSAT score
- ↑ 31% first call resolution
- ↓ 61.5% clients cost per call
- ↑ 38% net promoter score
- Flexible staffing levels maintained

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