



CALLFORCE 
OUTSOURCING SPECIALISTS

CUSTOMER CARE CASE STUDY

THE OPPORTUNITY

In April 2020, in the midst of the level 5 lockdown CallForce received a request to **establish a brand new 300-seater campaign** in support of a key government project.

300
seater
campaign

Our contact centre agents were required to manage an average of **30 000 enquiries per day**, servicing clients in **8 of our 11 official South African languages**, providing support and services to both businesses and consumers using voice and email as the primary channels.



Due to the lockdown restrictions and short time frame to operationalise this project, **all recruitment and training needed to be provided remotely**, supported by our digitised processes and smart technology. This was the largest contact centre campaign deployed in South Africa during level 5 lockdown and a first of its kind!



Our goal was to ensure we maintained both a **high service level** and **customer satisfaction rating** as well as a low average handling time to deal with the sheer a volume of calls.



OUR APPROACH

As an internationally **recognised Global Business Service provider** with unmatched experience in delivering customised contact centre solutions, this campaign request came with a tight deadline of **full deployment within 8 working days** due to the high influx of calls and emails, along with the requirement to deliver these **services in the 8 of the 11 official South African languages**.

STEP 1 PROJECT PLAN

Developed a detailed project plan to ensure deployment of **300 trained agents** and team leaders **within just 8 working days** with a combination of on-site and remote deployment.



STEP 2 RECRUITMENT

Recruited 300 agents in a completely virtual process with first **140 agents to commence training in 3 days**.



STEP 3 TRAINING

100% virtual agent training program designed and deployed to support a brand new operation. Agility in adapting and streamlining the ever-evolving information distribution and process was key.



STEP 4 OPERATIONS

Implemented **robust operational management processes** and reporting to optimise performance.



STEP 5 DEVELOPMENT

Provided the selected teams with **continuous, intensive, online training** to ensure they were adequately equipped for this ever-evolving process.



STEP 6 TECHNOLOGY

Deployed the right technology, infrastructure and technical processes for the **effective management of large call volumes**, ensuring tight data security protocols to ensure high service customer satisfaction ratings and a low average handling time.

STEP 7 STAFF SUPPORT

Established an **internal help desk support team** to support the agents if they experienced any operational or technical difficulties whether office-based or working remotely.



STEP 8 PERFORMANCE

Daily performance optimisation focusing on quality and new learnings. Daily information sessions were summarised and shared by the operational team, assisting the client to optimise processes while team leaders prepared the agents on updated processes for the next day.

STEP 9 CONSUMER EDUCATION

Deployed a **user-friendly guide** to educate customers on the benefits of using the online portal and what to expect. This became a live reference document for both the client's employees and their customers as well as our agents.

STEP 10 KNOWLEDGE BASE

Deployed a **knowledge base tool** which serve as a live assistant guide for all agents on-site and well as home-based, this was integrated into the agents live CRM for ease of reference.



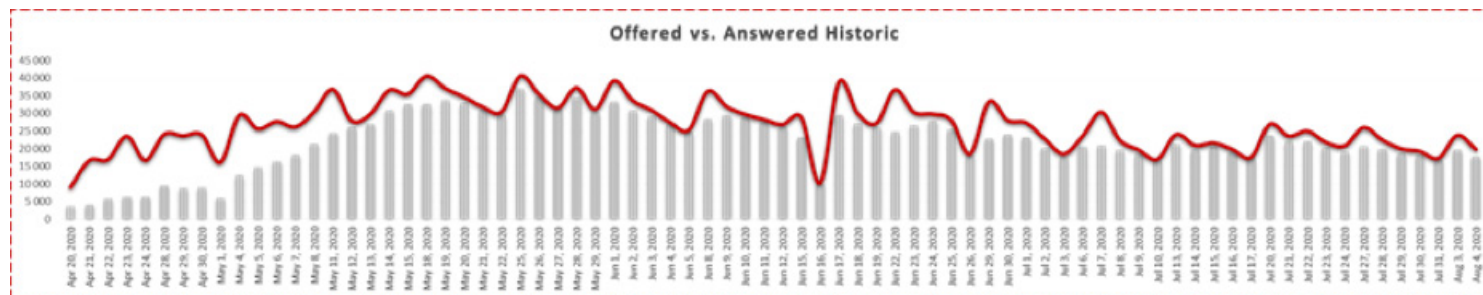
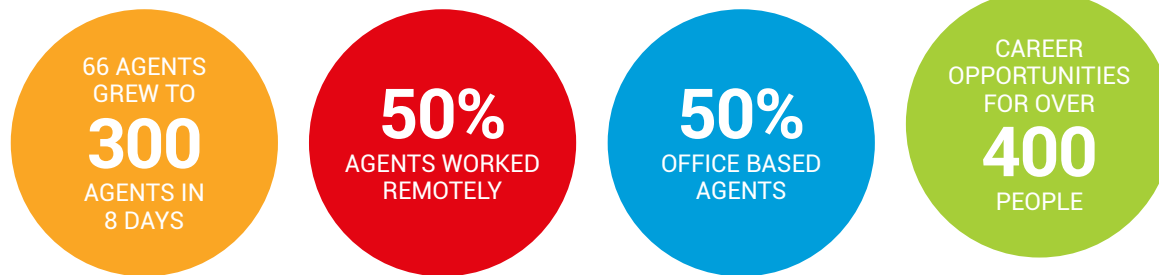
STEP 11 BUSINESS INTEGRATION

Integrated 3 other lines of business into the solution including building out new processes, further technology integration of backend systems and training agents to deliver against stringent service levels.

THE RESULTS

The campaign went live on the 28th of April 2020 with 66 agents, and **rapidly grew to 300 agents within just 8 days**. This campaign was deployed with **50% of agents working remotely and 50% office-based**, distributed across both our Cape Town and Johannesburg contact centres.

In a short space of time, CallForce was able to successfully deploy this campaign that assisted over 2.5 million consumers to date and provided **career opportunities for over 400 people** during an exceedingly difficult time globally.



The graph above depicts how our agents were able to consistently service our customer at any given day



CONCLUSION

CallForce was able to take this challenge and turn it into an opportunity to provide much needed employment, resulting in an extraordinary example of success:

- Provided support in managing over **2,5 million customer queries**.
- Delivered **over 150 000 hours talk time**.
- Handled **over 550 000 self-service automated calls** on our technology platform.
- Achieved impressive performance levels of **over 93% average answer rate**.
- Current **quality score is above 86%** across all channels managed.
- Virtually **profiled, interviewed and trained 300 agents** in just 8 days.
- Went live with 66 agents and **grew to 300 agents** in just over a week to support the customer demand.
- Employed over **100 support and specialist staff** in less than a week.
- **98% of agents were previously disadvantaged** or unemployed due to the global pandemic of which 69% were woman.
- Provided an **enhanced virtual learning experience** with our digital communication tool, CallForce Engage, to provide digital support to all agents.
- Scaled up operations onsite in both Johannesburg and Cape Town and **supported 50% of our workforce remotely** due to the pandemic.
- Deployed a world-class technology platform and scaled the **server environment by 700%** to deal with volumes.
- Serviced three different skills with **consistent service levels above 80%** on all skills.
- **Minimised repeat calls by 2.6%** through the implementation of process and technology.



The graph above depicts how our agents were able to maintain performance and achieve the agreed upon contractual service levels throughout the campaign, the team consistently achieved and answering ratio of above 93%.

»» RECOGNITION OF OUR SUCCESS

The immense success of this campaign could not have been achieved without the experience, knowledge and capability that the CallForce team brought to the fold as a leading outsourcing specialist in delivering customised, innovative contact centre solutions from South Africa to the Global market.

2021	 <p>CCW EMEA REGIONAL WINNER: BEST PUBLIC SERVICE CENTRE 2021</p>	 <p>TOP EMPOWERMENT JOB CREATION Finalist 2021</p>	 <p>TOP EMPOWERMENT CUSTOMER FOCUS Finalist 2021</p>
2020	 <p>TOP EMPOWERMENT JOB CREATION Finalist 2020</p>	 <p>ISG ASIA PACIFIC PARAGON AWARDS FINALIST 2020 Excellence and Woman in Technology Categories</p>	 <p>ISG PARAGON EXCELLENCE AWARD 2020</p>
2019	 <p>BPESA GBS TOP BPO OPERATOR 2019</p>	 <p>CCW FINALIST: BEST IN CLASS CONTACT CENTRE 100+ Seats 2019</p>	 <p>BPESA GBS TOP OFFSHORE CAMPAIGN 2019</p>
2018	 <p>CCMG BEST INTERNATIONAL OUTSOURCING CONTACT CENTRE Finalist 2018</p>	 <p>GSA AFRICAN OUTSOURCING PROJECT OF THE YEAR Finalist 2018</p>	 <p>ENDEAVOR HIGH IMPACT ENTREPRENEUR</p>
2017	 <p>BPESA/CCMG BEST EXTERNAL SERVICE PROVIDER Finalist 2017</p>	 <p>EY WINNING WOMAN PROGRAMME 2017</p>	 <p>EY SOUTH AFRICAN ENTREPRENEUR OF THE YEAR Finalist 2017</p>



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ARE YOU READY TO PARTNER WITH US?

If you're looking for a customised, outsourced BPO solution that gives you the competitive edge, we would welcome the opportunity to set up time to define your requirement and discuss how we can bring the future of outsourced BPO solutions to your business.

LET'S START A CONVERSATION TODAY

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