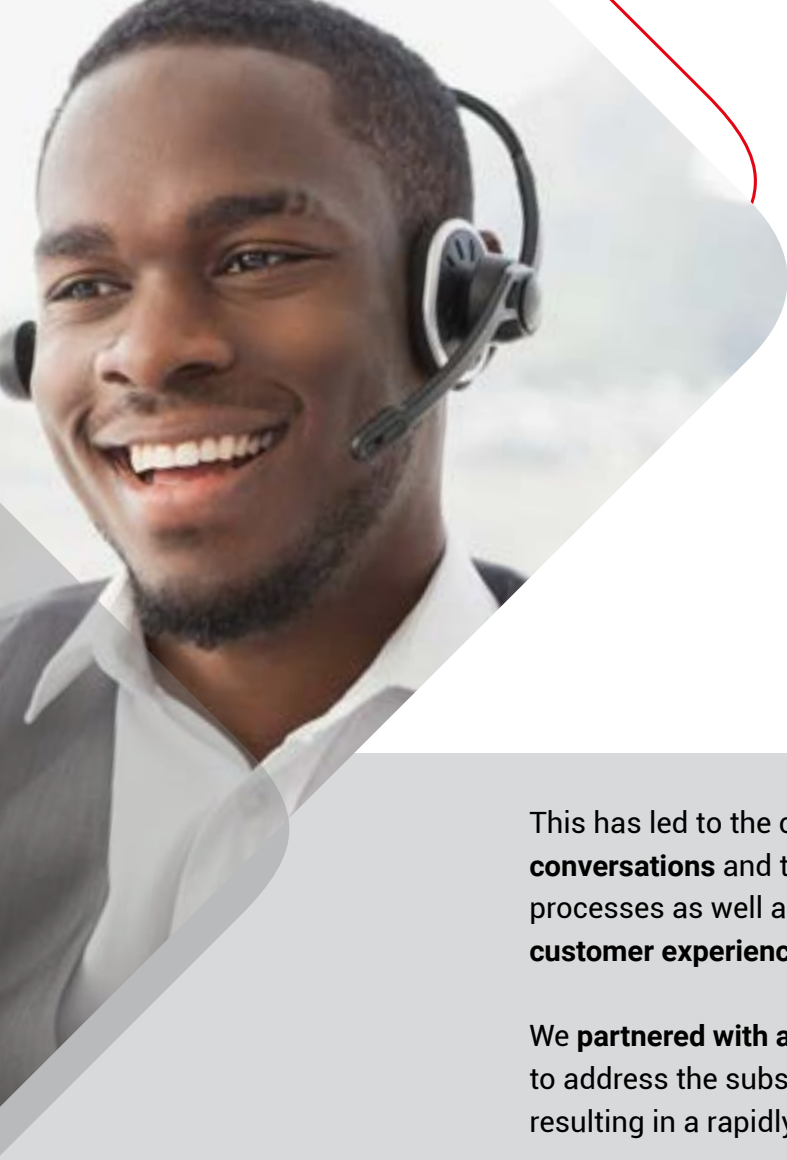




CALLFORCE 
OUTSOURCING SPECIALISTS

SOCIAL MEDIA ENGAGEMENT AND
RESPONSE HANDLING CASE STUDY

Delivering innovative, customised contact centre
solutions from SOUTH AFRICA to the GLOBAL market.



THE OPPORTUNITY

Customer service interactions across digital channels like social media continue to grow in demand as a preferred communication channel.

We have seen as much as **100% of growth in many of our client's social media channels** as customers look for convenience in engaging with brands online from the comfort and safety of their own homes.



This has led to the challenge of **prioritising the right customer conversations** and the need to combine technology and processes as well as the **right people to support a great customer experience**.

We **partnered with a large Telco provider** in an urgent response to address the substantial increase in online customer queries resulting in a rapidly decreasing service level.



With the combination of **increased online queries** and the **ineffective response rate of 40%**, CallForce in collaboration with this Telco provider were able to co-create a solution that would streamline the operations of their existing contact centre and **transform their customer experience**.



OUR APPROACH

As an internationally **recognised Global Business Service provider** with unmatched experience in delivering omnichannel strategies to the Telco sector, we analysed and designed a social media engagement strategy that would rapidly and effectively address the backlog of customer queries.

Our social media agents were assigned as the first line response team to cover the troubleshooting groundwork and transition the customer requests to the resolutions team seamlessly and professionally:



Designed the social media engagement process and created content to deliver consistency in communicating with customers.



Identified and prioritised the critical customer interactions using four priority tags— **Risk**, **Purchase**, **Cancel** and **Service**. This process enabled real-time risk mitigation which improved retention and acquisition rates.



Refined consultant profile and recruitment process including implementing social media and writing assessments to effectively monitor skillset levels and assign the right social media agents to this campaign.



Intensive & expert social media training provided to the selected teams ensuring they were adequately equipped to deliver an exceptional brand experience.



Individual social media agent coaching ensuring consistency and proficiency in delivering an exceptional customer experience. Learnings were continually applied to the process design for campaign optimisation.



Monitored, measured and benchmarked the customer experience and market conduct performance through customised dashboards and metrics.



Real-time customer data strengthened the decision-making process and optimised the customer care workflow to boost loyalty and improve retention and response rates.



KPI's, Quality Assurance and Performance Management are fundamental steps in our process to ensure we continually measure, evaluate and support our teams in driving operational excellence.



Analytics team were fully integrated with our quality assurance, training, recruitment and work-from-home teams to ensure metrics were effectively communicated and applied in optimising the performance of the campaign.



THE RESULTS

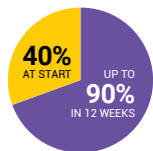
Our **integrated omnichannel social media solution** was introduced to deliver a **customised, innovative outsourced contact centre solution** combining the **right people, processes and technology**.

We were able to **significantly reduce the volume of customer queries** coming into the customer service teams and **successfully support all our agents** in professionally responding to the most important risks, opportunities and service requests in real-time.

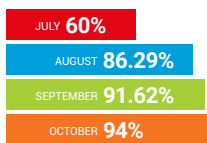


It successfully offered unique and personalised omnichannel customer touchpoints resulting in an extraordinary example of success:

Service level increased from approximately 40% at the start of the project to an impressive 90% consistently in just 12 weeks.



The **service level breakdown** was 60% in July, 86.29% in August, 91.62% in September and 94% in October.



Agents successfully dealt with **high volumes** of social media requests that grew from 156,000 to almost 190,000 in just 3 months.



Average **query resolution time** was reduced by half from 1 minute to an average of 30 seconds per request.



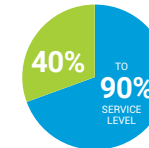
Significant increase in query resolution as our agents were efficiently supported and trained to **streamline the CX journey** in a professional and timeous manner.



Rapid deployment of the team was made possible due to our highly effective **digital onboarding process**.



Positive increase in month-to-date stats from **40% to over 90% in service level** and resolutions.



Team addressed an **additional 5% in social media request volume** due to the efficiencies within our customised process.



OUR SUCCESS IS ATTESTED TO IN POSITIVE CUSTOMER FEEDBACK:

Thank u for your prompt assistance herein greatly appreciated.

I would just like to say thank you so much! There are no words to describe how much you helped me.

Your service guys is so wonderful keep on doing the right thing.

Thank you it seems it finally worked! Got the SMS and the request was processed. I appreciate your help.

Thank you so much for your quick response...much appreciated!



RECOGNITION OF OUR SUCCESS

The **immense success of this campaign** could not have been achieved without the experience, knowledge and capability that CallForce brought to the table as a leading Outsourcing specialist.

We are honoured to have received **international awards** for our ability to deliver customised, innovative contact centre solutions from South Africa to the Global market.

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|----------------------|--|--|---|---|--|
| <p>2022</p> | <p>HCL'S RED LADDER WOMEN IN OUTSOURCING AWARD Finalist 2022</p> | <p>CAPE BPO IMPACT SOURCING Finalist 2022</p> | <p>TOP EMPOWERMENT JOB CREATION Finalist 2022</p> | <p>TOP EMPOWERMENT CUSTOMER FOCUS Finalist 2022</p> | <p>CCMG BEST INTERNATIONAL OUTSOURCED CONTACT CENTRE Finalist 2022</p> |
| <p>2021</p> | <p>STD BANK TOP WOMEN AWARDS TOP GENDERED-EMPOWERED ORGANISATIONS: Youth Development Finalist 2022</p> | <p>BPESA TOP BPO OPERATOR Finalist 2022</p> | <p>BPESA TOP OFFSHORE CAMPAIGN Finalist 2022</p> | <p>BPESA TOP ONSHORE CAMPAIGN Finalist 2022</p> | <p>BPESA TOP GBS QUALITY PROFESSIONAL AWARD Finalist 2022</p> |
| <p>2020</p> | <p>CCW GLOBAL WINNER: Best Public Service Center 2021</p> | <p>CCW EMEA REGIONAL WINNER: Best Public Service Center 2021</p> | <p>TOP EMPOWERMENT JOB CREATION Finalist 2021</p> | <p>TOP EMPOWERMENT CUSTOMER FOCUS Finalist 2021</p> | <p>TOP EMPOWERMENT CUSTOMER FOCUS Finalist 2021</p> |
| <p>2019</p> | <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> | <p>BPESA GBS TOP BPO OPERATOR 2019</p> | <p>CCW FINALIST: BEST IN CLASS CONTACT CENTRE 100+ Seats 2019</p> |
| <p>2018 2017</p> | <p>BPESA GBS TOP OFFSHORE CAMPAIGN 2019</p> | <p>ISG PARAGON EXCELLENCE AWARD 2020</p> | <p>CCW FINALIST: BEST IN CLASS CONTACT CENTRE 100+ Seats 2019</p> | <p>CCMG BEST INTERNATIONAL OUTSOURCING CONTACT CENTRE Finalist 2018</p> | <p>GSA AFRICAN OUTSOURCING PROJECT OF THE YEAR Finalist 2018</p> |



Asia | Australia | South Africa | United Kingdom | United States

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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