CALLFORCE

OUTSOURCING SPECIALISTS

TELCO CASE STUDY

Technical Customer Support

## BACKGROUND

CallForce was requested by a multinational telecommunications provider to deliver tier one and tier two frontline technical support.

We are currently supporting this Fibre to the Home (FTTH) campaign with **100 BPO seats, 18 hours a day, 7 days a week, 365 days a year**.

100 BPO seats

18 Hours a day

7 Days a week

365 Days a year
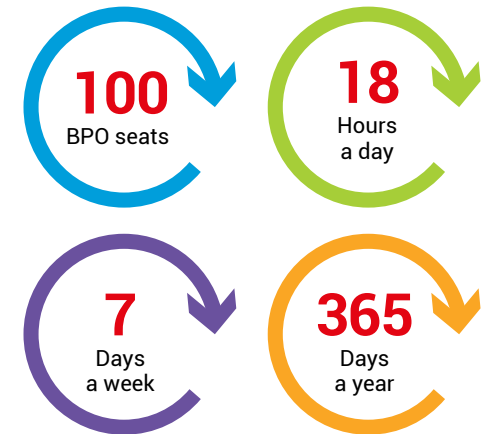
Fibre connectivity is the future of work and access to education and with a larger workforce transitioning to work-from-home and online education models, the dependence on fibre for their livelihoods and business continuity is a non-negotiable.

Fibre Connectivity
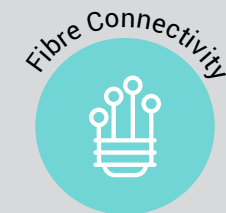
The differentiator for a customer staying or moving to a new service provider is dependent on the quality of service they receive.

This is a high priority revenue growth stream for our telecom's client, and therefore the **service experience must be exceptional** even within the context of upstream and downstream challenges.

This campaign aimed to **increase Fibre to the home (FTTH) support** and strengthen customer relationships by providing first call resolution.

Exceptional Service Experience

OBJECTIVE

With access to the internet becoming more of a necessity rather than a nice to have, **fibre connectivity to the home has seen a significant increase in demand** over the past few years. This has resulted in an increase of customers seeking immediate resolutions to fibre related issues.

OUR APPROACH

STEP 1
EMPOWERING AGENTS

RECRUITED
Implemented a customised interview process to build a specialised team of fibre agents against a stringent profile, with the requirement of technical competence.

TRAINED
These agents are trained to display a high level of empathy when engaging with customers to achieve first call resolution. We are continually building a culture of learning and continuous improvement within our centres focusing on systematic problem-solving.

WELLNESS
The agent universe becomes the client universe therefore looking after our agents is a priority, so they in turn really value and look out for our customers.

STEP 2
CLIENT SEGMENTATION

REDEFINE
The customer journey is continually redefined based on strategic priorities of the campaign.

PRIORITISE
Customer prioritisation is based on a number of factors which include customer status and urgency of query.

IMPLEMENT
An omnichannel experience with a blended full self-service approach is key when delivering an exceptional customer experience.

STEP 3
SYSTEM ACCESS

EVALUATE SYSTEM ACCESS
Provided frontline advisors with access to the right systems and information to resolve queries outside of their department's main remit.

REDEFINE CUSTOMER JOURNEY
To increase the number of first call resolution and enhance the customers service experience.

STEP 4
UNDERSTAND CUSTOMER PAIN POINTS AND JOURNEY

INCREASING CUSTOMER CSAT
Our approach is to provide the best service that we can for EVERY single customer when we interact with them.

QUALITY ASSURANCE PROCESS
We provided deep insights into our customer journey, the challenges experienced by both agents and customers as well as recommendations to improve the customer journey and experience.

SURVEYS
Agents were able to provide us with valuable insights of the customer pain points.

STEP 5
CUSTOMER FEEDBACK LOOP

FOLLOW UP CALLS
Provide key customer insights on challenges and pain points and suggestion on how to fix them at the source to avoid repeat problems with other customers.

ESCALATION PROCESS
To manage serious issues with customers to ensure the receive priority attention by encouraging prompt follow ups with customers even while we are waiting on the right answer to solve the issue.

ANALYSIS OF DISPOSITIONS
Assists us with deeper insights on the type of calls, type of fibre providers, our repeat versus non repeat customers and call drivers.

STEP 6
OPTIMISING SERVICE LEVELS

WFM
CallForce utilised our workforce management team to optimise the productivity of the agents creating flexible schedules to accommodate challenges and to effectively maximise the utilisation of our agents

NERVE CENTRE
Established to manage real time adherence, incoming queues, live metrics and staff availability.

STEP 7
TECH TO OPTIMISE OPERATION

ANALYTICS DRIVEN QUALITY ASSURANCE MANAGEMENT
Smart analytics to transform traditional QA reporting into an insights hub to improve service, sales, collections, and retentions.
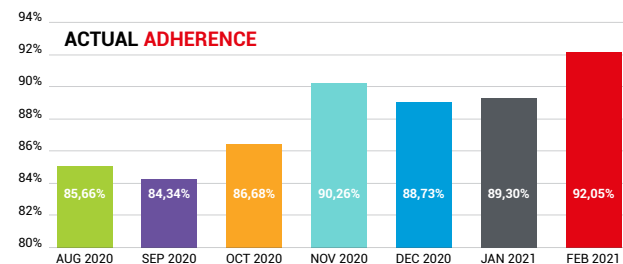
DIGITAL PERFORMANCE MANAGEMENT
Ensures that our agents know how they're tracking against their performance goals with digital dashboards providing benchmarks, updates, achievements and social content to track progression.

COMMUNICATION
Digital client education programs to empower clients to conduct basic self-diagnostics, reducing the dependency on having to call into the service desk.

KEY ACHIEVEMENTS

- Managing the significant ramp in call volumes which increased by 267% whilst **our team delivered 113%** against what is forecasted.

- Delivered at **140% of the service level** required, week on week, to manage increased call volumes.

- **Reduced the abandoned calls** from 7,87% down to 1,12%.

- 100% of agents are deployed and managed remotely while maintaining and increasing performance and productivity levels and **increasing service levels by 53%**.

- Customer retentions team experienced significant success with **over a 60% retentions rate** of customers wanting to terminate their service.

- Implemented the Customer Experience Desk and based on customer feedback, we have **resolved 60% of customer repeat calls** and shifted customer's perception to a positive customer experience with significant cost savings and efficiency gains.

- Frontline support team contributed to a shift in the net promoter score for the client and moved the needle with regards to **brand loyalty by 10% over an 8-week period**.

- **Blended recruitment and training model** adopted to manage remote workforce effectively.

- The implementation of the Command Centre in collaboration with our WFM team, resulted in **improved agent productivity by creating flexible schedules** to accommodate challenges and maximise our agent utilisation shifting adherence to over 92%.

ACTUAL ADHERENCE

	AUG 2020	SEP 2020	OCT 2020	NOV 2020	DEC 2020	JAN 2021	FEB 2021
	85,66%	84,34%	86,68%	90,26%	88,73%	89,30%	92,05%

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.

2022

HCL'S RED LADDER WOMEN IN OUTSOURCING AWARD
Finalist 2022

CAPE BPO IMPACT SOURCING
Finalist 2022

TOP EMPOWERMENT JOB CREATION
Finalist 2022

TOP EMPOWERMENT CUSTOMER FOCUS
Finalist 2022

CCMG BEST INTERNATIONAL OUTSOURCED CONTACT CENTRE
Finalist 2022

STD BANK TOP WOMEN AWARDS
TOP GENDERED-EMPOWERED ORGANISATIONS:
Youth Development
Finalist 2022

BPESA TOP BPO OPERATOR
Finalist 2022

BPESA TOP OFFSHORE CAMPAIGN
Finalist 2022

BPESA TOP ONSHORE CAMPAIGN
Finalist 2022

BPESA TOP GBS QUALITY PROFESSIONAL AWARD
Finalist 2022

2021

CCW GLOBAL WINNER:
Best Public Service Center
2021

CCW EMEA REGIONAL WINNER:
Best Public Service Center
2021

TOP EMPOWERMENT JOB CREATION
Finalist 2021

TOP EMPOWERMENT CUSTOMER FOCUS
Finalist 2021

2020

TOP EMPOWERMENT JOB CREATION
Finalist 2020

ISG ASIA PACIFIC PARAGON AWARDS FINALIST
2020 Excellence and
Woman in Technology Categories

ISG PARAGON EXCELLENCE AWARD
2020

2019

BPESA GBS TOP BPO OPERATOR
2019

CCW FINALIST: BEST IN CLASS CONTACT CENTRE
100+ Seats 2019

BPESA GBS TOP OFFSHORE CAMPAIGN
2019

2018 2017

CCMG BEST INTERNATIONAL OUTSOURCING CONTACT CENTRE
Finalist 2018

GSA AFRICAN OUTSOURCING PROJECT OF THE YEAR
Finalist 2018

BPESA/CCMG BEST EXTERNAL SERVICE PROVIDER
Finalist 2017

EY SOUTH AFRICAN ENTREPRENEUR OF THE YEAR
Finalist 2017

CALLFORCE >>
OUTSOURCING SPECIALISTS

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
Roshan Sookdeo (in)
Head of Global Sales
E: roshan@callforce.co.za
T: +27 11 519 9900
M: +27 (0)83 209 2576
www.callforceoutsourcing.com