

Significant Credits Costs Saved for British Telco

EDGE methodology and analytics drives \$1 M savings in a year

Inbound and Outbound Voice Support | Provisioning and Email Support | General Correspondence | Continuous Improvement | Analytics

Business Need

- The client wanted to reduce costs being incurred by way of credit given to customers by its advisors.
- This was a significant cost to the business and the need was to reduce the credit per call and the overall value of credits given out to customers, while continuously improving client satisfaction on service, as well as Net Promoter Score of the service, products and the brand.
- The client wanted its partner to evaluate existing processes to identify areas of improvement.

Concentrix Solutions

- To optimize the in-call process, we redesigned training and coaching sessions for advisors to improve their product knowledge and empower all levels of operations to make the right credit approval decisions.
- Using program analytics, our EDGE consultants (EDGE is our industry-leading “Engineered Design for Global Excellence” methodology) designed a continuous improvement plan to address the savings objective, without affecting service quality to be measured by the Net Promoter Score.
- We conduct regular focus groups to enhance real-time visibility and identify ongoing opportunities. We test operational product knowledge to gauge advisors’ understanding of our client’s norms and credit codes, and to train those lagging further.
- Advisors were provided credit calculators and other process assistance tools.

“I’ve been reviewing the <...> performance of our teams and I couldn’t help but notice some of the fantastic results we’ve seen... I feel really encouraged to see these results and I wanted to send you a big thank you for your ongoing focus.”

Client’s Head of Service Assurance

Results

- Credits per call were reduced from \$0.91 to \$0.23 (> 70% reduction) in one line of business over a call volume of 2.20 M.
- In another line, credits per call were brought down from \$0.42 to \$0.26 (> 35% reduction) over a call volume of 2.28 M.
- The client realized an estimated savings of \$1 M in less than a year.

ABOUT CONCENTRIX

Concentrix, a wholly-owned subsidiary of SYNnex Corporation (NYSE: SNX), is a leading business services company. We focus on customer engagement and improving business outcomes for over 450 global clients across six continents. Our 90,000+ staff deliver technology-infused, omni-channel customer experience management, marketing optimization, digital, consulting, analytics, and back office solutions in 40+ languages from 125+ delivery centers. We serve automotive; banking and financial services; insurance; healthcare; technology; consumer electronics; media and communications; retail and e-commerce; travel and transportation; and energy and public sector clients.

Different
by Design

To learn more, please visit www.concentrix.com or write to us at inquiry@concentrix.com