

60% Savings Delivered Onshore for Public Sector Logistics Client

BPO best practices drive business transformation and enhanced customer experience

Client

This client provides a full range of delivery, logistics, and fulfillment services for nearly 15 million addresses. Delivery takes place via traditional letter and parcel service “to the door” with a vehicle fleet across urban, suburban, and rural areas.

Business Requirement

With the shift from paper-based communications to digital, this client was coping with significant challenges surrounding the decline of its core mail business. Globalization introduced intense competition in parcels and express courier services with the entry of well-resourced, multinational corporations. The client also recognized that the speed of technological advances, enhanced customer expectations, and its business model posed a risk to service continuation if it did not respond to market changes quickly. The client’s strategic focus was aimed at:

- Reducing customer effort.
- Expanding value from every customer contact.
- Containing costs while aiming to grow business.

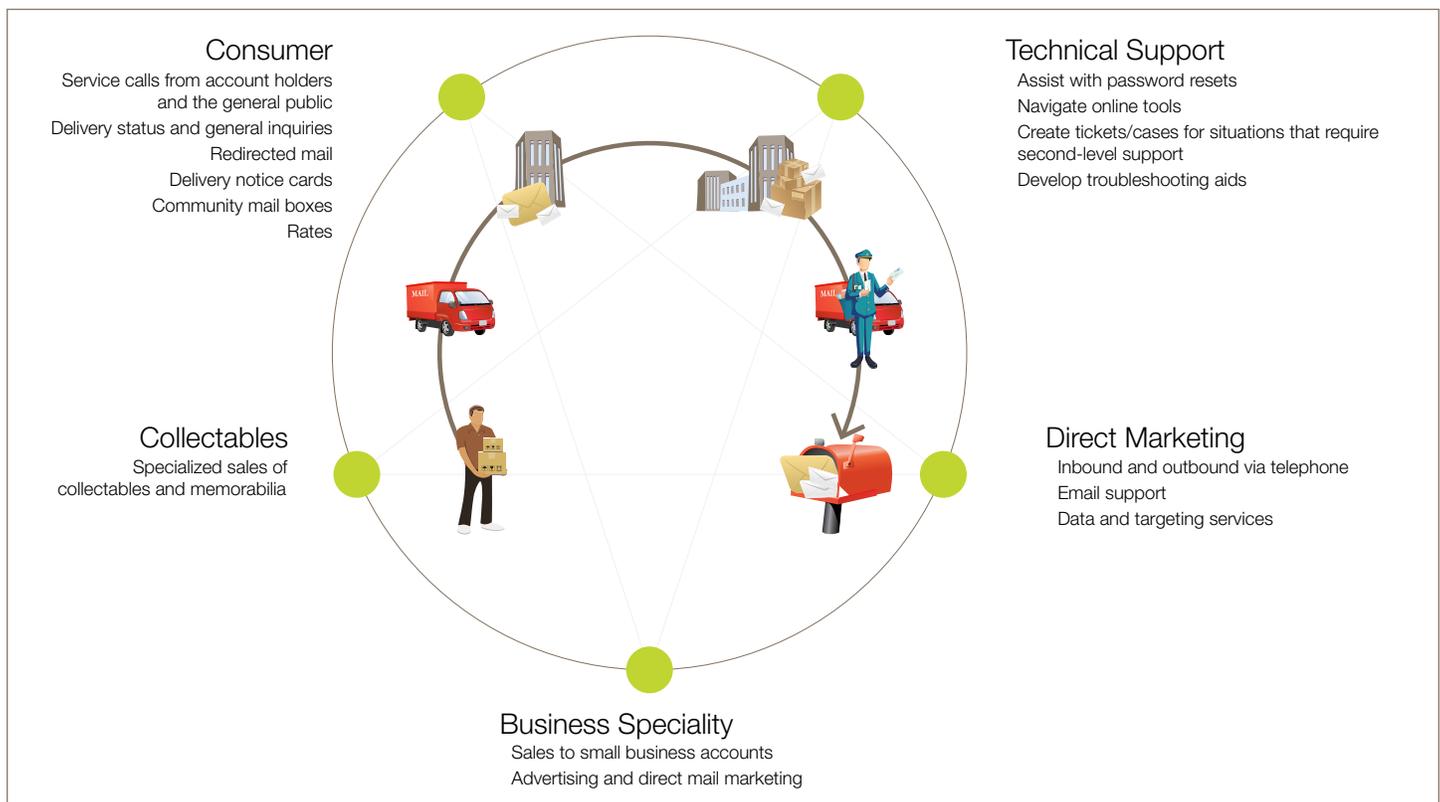


Figure 1: Holistic Concentrix Solution: 360° Sales, Customer Service and Direct Marketing With Large Scale Business Transformation

Internal contact centers were not meeting service levels and customer satisfaction was well below industry standard. Executives recognized that outsourcing was the only way to enhance service delivery, increase productivity, and reduce operational costs.

Our Solution

Our consultative, partnership approach offered a holistic solution to drive transformation for our client. Our recommendations included opening an online chat channel and utilizing Concentrix MaxView, our proprietary business intelligence and reporting platform, which the client adopted enterprise-wide.

Prior to launch, we studied the client's existing centers and processes to understand opportunities for improvement. We detailed strategies for improving service levels focusing on average handle time (AHT) to target productivity. As existing processes were not documented, our process excellence business analysts documented the as-is state and designed streamlined, more effective "future" processes. They also worked to develop a highly customized, in-class curriculum to train advisors on national geography and regional information. The client implemented all our recommendations in its three internally-managed centers as well.

Since launch, the client increased business volumes to us with more call types, including sales and other complex requirements (e.g., advertising and direct marketing).

Major Results

Concentrix continues to support this client's transformational agenda by dramatically improving customer experience.

- **Operational costs reduced 60%:** By systemizing the contact center operation using our best practices, we reduced average handle time (AHT) by more than 40% resulting in an overall reduction in costs.
- **Significant improvement in customer experience:** We reduced negative customer experience by 1 million contacts. Prior to Concentrix assuming the contract, the client was not meeting its service-level metrics of 50% of calls to be answered in 200 seconds. As a result, customers were being disconnected from the IVR, which was causing significant dissatisfaction. Today, the program consistently meets its service levels and customer satisfaction is high.
- **Sales revenue improved 13%:** We consistently outperform the client's internal teams on sales revenues. We operate the Direct Marketing line, considered a key strategy in the client's effort to diversify revenue streams. Our Collectables line also consistently outperforms the client's internal team on average order value. Recently, our average order value was \$144.42 compared with the average order value of \$127.24 reported by the client's internal team. We achieved these sales results while reducing AHT on this line of business by 146 seconds since launch.

We achieved 90% of enterprise volume in Year 1 of the contract against the original target of 50%. In Year 2, we were awarded three new lines of business, as well as its *ad hoc* outbound programs and enterprise reporting.

Today, Concentrix holds 96% of the overall network volume and continues to take a true partnership approach with this client. We provide strong operational delivery while working on new initiatives to support the client's transformational agenda.

Contact us today: inquiry@concentrix.com

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