

Helping a Top Canadian Newspaper Compete in a Post-Digital World

We improve business sustainability with tightened processes and global delivery

Client

A leading Canadian newspaper and media house, this client is a thought leader in its target market. The client has long demonstrated a strong commitment to excellent customer service. It sought to continue to leverage this strategic positioning in the Digital Era.

Business Requirement

Newspaper contact centers have unique requirements. Call volumes are subject to factors such as delivery schedules, weather, and subscriptions. Monthly promotions can lead to call spikes at the beginning and the end of the month as customers call in to cancel trial subscriptions. “Stop Service” calls are also tied to holiday and vacation schedules. Finally, editorial content can produce unusual call volumes, and these patterns can be difficult to predict. As a result, it is challenging to staff contact centers appropriately and cost-effectively.

This client realized that it needed a partner that understood its business and could deliver a solution tailored to its requirements. Its main goals included:

- Increase customer retention
- Reduce operating costs
- Increase revenue and Stop Save Rates
- Improve quality scores

The client chose Concentrix based on our proven results, solution-oriented approach, specialized quality-driven services, industry-leading processes (ISO-, COPC-, and PIPEDA-compliant), and superior account management model.

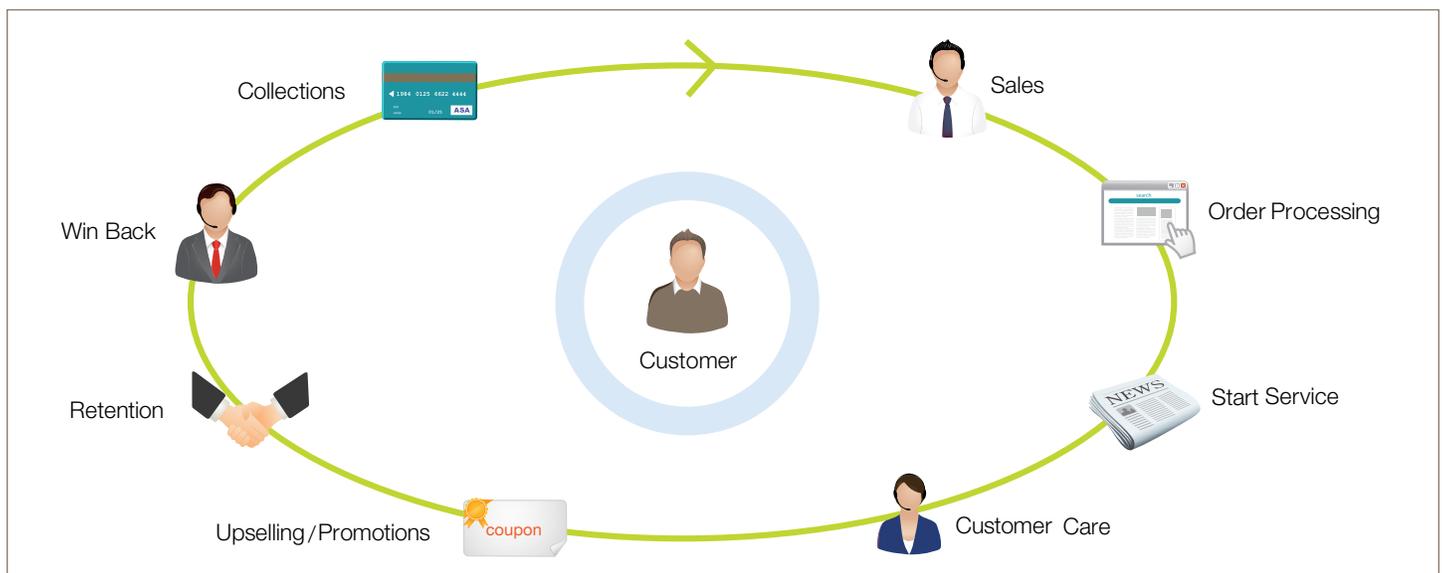


Figure 1: Relationship Overview: Continuous Improvements and Value Across Customer Lifecycle

Our Solution

Our inbound and outbound customer care and back office services provide a complete CRM solution to this client.

Advisors manage customer service inquiries and back office activities, including responding to routing inquiries, manually routing orders, contractor-complaint escalations, and supporting the new digital subscription model. In fact, our universal advisor group provides frontline assistance to more than one million customer inquiries every year. This includes processing new sales orders, requests for account status information, home delivery service issues, billing concerns, temporary and permanent stops, payments, and other general information.

Two years into outsourcing the initial inbound and back office programs, the client awarded Concentrix its outbound customer service, sales, and educational student charity programs as well. To drive cost savings and maintain a redundant solution supporting all lines of business, the client also accepted Concentrix' proposal to leverage our global delivery capabilities across two sites: the existing site in India and a new one in Jamaica.

Major Results

Our business solutions are enabling this client to operate at high levels of business focus and effectiveness. Customer service operations are much more structured, standardized, robust, and documented than they were when they were in-house. This has allowed Concentrix and the client to focus on what is most important—the needs and expectations of customers.

- **Increased revenue per customer:** Our targeted approach has increased credit card conversion by 67%, vacation donation by 80% and, most impressively, has secured a Stop Save Rate of 40%.
- **Increased customer retention by 65%:** Our strategy included reducing call abandon rates, which we systematically reduced from 14% to below 2%. In parallel, we targeted the Average Handle Time (AHT) and decreased it from 209 seconds to below 192 seconds.
- **Reduced costs by 75%:** By leveraging our global delivery model, we drove operational cost reductions of 75%.
- **Improved quality scores by 15%:** From supporting one newspaper initially, we expanded to now manage customer service for 11. We have shared and implemented Concentrix best practices to help align service quality processes and KPIs across all of the client's newspapers.

The benefits we have brought to this media leader's newspapers are evident not only in cost savings delivered, but also in the service quality and customer experience improvements.

Contact us today: inquiry@concentrix.com

ABOUT CONCENTRIX: *Different by Design*

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 100,000+ 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.

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