

CASE STUDY: AMERICAN CABLE GIANT

Major Cable Company enjoys Low Price and Textbook Results

Business Challenge

Our Client is no stranger to the communications business. As its country's largest cable services company, and a world leader in providing broadband, commerce and digital content, one would expect them to be on the forefront of many new developments.

Not so, when it came to offshoring. While there was a long standing business relationship between the client and Transcom, when Transcom first opened our Manila office there was reluctance on their part to arrive on those far flung shores among the first wave of clients to join us.



Without evidence that the guiding principals that made us a proven partner in North America (as laid out in our two industry books) were successfully transitioned to the Philippines, our client was not convinced by the promise of up to 40% savings in our new pricing guides.

Our client transitioned two areas of business to our facility as a pilot project. We soon found that these new programs had systemic issues that made it difficult to do more than simply meet expectations for service and cost savings. Cost per contact was running above average and depressions found in customer satisfaction concerning first call resolution and solve rate were identified as a root cause. Average handle time, although within an appropriate range, was also marked as an area where improvements could be made.

Transcom Solutions

At Transcom, the Account Management Team plays a pivotal role in the client relationship. Acting as advocate for the client sometimes means a return to best practices, shaking up the status quo in the process. In this instance, a new Director, Account Manager and 2 new Call Center Managers, were brought in to invigorate the program and rebuild it from scratch.

Our client's management model is decentralized over some 40 markets. The first step taken was to tighten the relationship at each to ascertain what was expected in the final analysis. Then we created more team support on the call center floor for a closer monitoring of agents, which included holding everyone accountable to the results on a daily basis. For a time "Blitz Audits" of each unsolved case were undertaken, uncovering the reason they remained open and who was needed to fix the problem.



CASE STUDY: AMERICAN CABLE GIANT

Support to the agents also included recursive training on program fundamentals and the client's built-in application software. Incentive programs were designed around Transcom's "Think Customer First" program and agents were made better aware of internal customer satisfaction scores.

A North American "S.W.O.T. Team" was dispatched to Manila. The team brought renewed energy and their years of experience directly to the call center floor, thereby invigorating agents and coaching with the authority and ease that can only come from experienced and respected peers.

Achieved Results

In the six months since Transcom overhauled the client's program, reports are positive and the resulting cost savings highly exceed expectations. Call Resolution took the first expected up turn. Overall, the "Solve Rate" on our client's program is up by almost 19% at the Tier 1 support level.

Not only are the agents improving customer satisfaction scores for solve rates, they are doing it in less time than before. The average handle time for each contact has seen a steady decrease in recent months, cutting 27% from former averages.

And the affect on cost per contact is dramatic: A return to basics for this client not only means a cost reduction of 44.19%, which is impressive, but a marked rise in customer satisfaction scores was also noted.

The entire management team at Transcom North America / Asia is required to take and pass an intensive study program based on the principals put forward in our two best selling industry books, *23 Steps to an Effective Call Center* and *Call Centers for Dummies*. Clearly, these textbook results indicate that our guiding principles are sound and the results measurable. When your call center is looking for answers, you can look to us.



CASE STUDY: AMERICAN CABLE GIANT

Facts: American Cable Giant

- Founded in 1963
- North America's leading provider of cable, entertainment and communications products and services,
- 41.2 million customers in 39 states and the District of Columbia.
- Employees: 90,000 total nationwide
- Video - Digital Cable, video on demand and high-definition television. Online - content, service
- Voice - IP-enabled Digital Voice phone service
- Headquarters: Philadelphia, PA

Facts: Transcom

- Established in 1995 by the Kinnevik group
- Europe's largest geographic CRM solution provider
- The services offered include inbound and outbound customer contact, Interactive Voice Response (IVR), Internet services, legal services, CRM consultancy and Credit Management Services
- More than 20,000 employees in 29 countries across Europe
- Delivers services in 33 languages to over 120 major clients



For further information, please call: +34 93 600 4190 or visit: www.transcom.com