

CASE STUDY: Saur



Saur France enhanced their customer service providing an excellent customer service was critical to the continued success of one of France's leading utility companies. Transcom worked with Saur France South West to enhance their customer service function by providing training and motivating the call centre staff.

Business Challenge

Saur France, a major water utility provider was going through a period of rapid expansion. The Saur France call centres provide the principle channel to their customers and they recognised that providing a professional customer service was imperative to the success of their expanding business.



Saur France identified a need to revise the structure and processes within their call centres to ensure that high levels of performance were maintained while the call centre staff had to deal with an increased volume of customer calls.

Saur France engaged with Transcom, an established CRM specialist, renowned for delivering successful outsourcing solutions that focus on providing professional customer service.

In June 2004, Saur France worked in partnership with Transcom, to deliver the following key business objectives:

- Provide an outstanding cost efficient CRM solution and deliver a professional customer service with a loyalty programme
- Manage the increased volume of incoming calls in an efficient and effective way, providing expert advice in a confident and methodical manner
- Raise staff morale by providing motivational training
- Contribute to the ongoing success of Saur France

Transcom's solution

Transcom undertook a thorough analysis and evaluation of the effectiveness of Saur France's existing CRM provision and mapped out a strategy that would combine client need's and customer satisfaction objectives. Transcom would make optimum use of Saur France's resources, supported by a high performing technology solution.



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

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Drawing upon its success of in house training and providing service quality coupled with an effective work force, Transcom immediately implemented «basic training» for 12 CSRs and enrolled them in its training centre.

Three key areas were marked out for improvement – telephone courtesy, appropriate term and vocabulary and client management. Through the dedicated training programme, each CSR rapidly acquired the level of skill and proficiency required.

Transcom followed up this successful training programme with motivational training which proved to be a key factor in raising staff morale, enabling them to respond to the Saur France's ambitious business development.

Transcom IT specialists developed a motivated confident staff who brought into the shared success of Saur France, providing a professional, customer centric image for the company and contributing to a higher productivity.

Achieved Results

Today Saur France benefits from an ongoing training program, founded on a principle of continuous improvement. Saur France's call centre personnel continue to benefit from the high quality expertise of Transcom's professional training program and other regions of Saur France have now decided to use

Transcom's services to achieve the same results as Saur South West. The overall increase in service quality has delivered an enormous improvement in Saur France customer relations and has strengthened Saur's image as a professional, responsive company.

Transcom's support has enabled Saur France to increase its customer base to 23 million, with an expectation of continued growth through continuous improvement at the heart of its CRM solution.



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Facts: Saur France

- Saur France South West founded in 1933
- The Saur Group is one of the three leading and established providers of outsourced services for local authorities in the water and waste management industries in France
- In France, the Saur Group manages approximately 5.300 water services contracts serving approximately 5.5 millions consumers in more than 6.500 towns
- In waste management, it manages over 1000 waste collection contracts serving over 5 million people in France
- In addition, the Group Saur has developed a strong position in France in the engineering and construction of water treatment plants

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

