



Transparent BPO

Challenge

A leading publishing company was challenged with balancing performance with a cost-effective solution. The long tenure of the organization -- which had grown into multiple lines of business -- became a challenging environment with more than 30 legacy support systems. The organization was outsourcing simple challenges offshore and more complex lines of business internally. The results were consistently poor quality, missed KPIs and the inability to scale during busy season with their current internal resources.

"The team at Transparent BPO has a strong desire to understand our business and the needs of our customers. This is a valuable asset and it has created a near seamless experience for our customers."

Solution

Starting with a pilot of 30 agents, Transparent BPO supported customer care and technical support calls for students and academic professionals. Challenged with matching in-house metrics, including CSAT and productivity metrics such as AHT and TAT, Transparent BPO introduced a project plan to drive continual improvement.

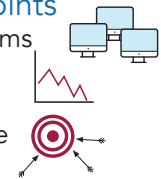
A lack of internal quality measurement and training processes required a customized solution. Transparent BPO developed and introduced quality review and new training curriculum to deliver agent certification and results once agents hit the floor. Transparent BPO's focused approach included a refresh of the QA forms with procedural questions and a focus on overall call evaluation efforts to deliver superior customer satisfaction. In addition, Transparent BPO designed a quality scoring system that delivers results and enables management to follow trends in agent performance for eight lines of business with unique scoring criteria.

With their proven results, Transparent BPO was entrusted to handle eight lines of business staffed by more than 120 agents. These include customer care, technical support, author support and complex data entry work across voice, chat, email and back office channels. Each line of business consists of between one and three stakeholders with unique goals and challenges. To deliver on these complex demands, Transparent BPO drives the business with a project plan that identifies goals and challenges while delivering them against a timeline and a communication plan. All of this is supported by Transparent BPO's commitment to continual improvement.

SUCCESS STORY

Pain Points

- 30 legacy systems
- poor quality
- missed KPIs
- inability to scale



Results

- Class training delivering consistent 90%+ pass certification
- Increased quality scores by 13.3%
- Outperformed CSAT by 3.7% during peak season
- Surpassed incumbent vendor CSAT scores by 35%
- Outperformed in-house support team CSAT by 11%
- Removed back log of 3,000+ support cases after transition in under one month