



Transparent BPO

Challenge

An online manufacturer and retailer of personalized digital photo products needed to move its contact center offshore due to the rising cost of outsourcing domestically, expense of maintaining a contact center in-house, high agent attrition, and inability to scale during peak seasons due to the low U.S. unemployment rate.

The company also needed to ensure the quality of interactions with customers was not put at risk. Of special concern were high hold times, agents not creating cases or leaving cases open, and CSAT — problems the company had struggled with in the past when using outsourcers that resulted in skewed reports and questions regarding case resolution.

Working with a third-party broker, in 2016, the company chose Transparent BPO (TBPO) to manage its phone customer service program based on our reputation for balancing quality and value, experienced leadership, nearshore location, and native English-speaking agents familiar with American culture.

Solution

The program's operations manager took the following steps to ensure SLA goals were met:

- Organized team to provide proper floor support;
- Held leadership accountable for achieving program objectives;
- Conducted calibration sessions with underperforming agents;
- Monitored calls live and provided real-time feedback.

During peak seasons, TBPO's client services and operations managers held daily calls with the client to review necessary changes and implemented them with agents the following day. The ops manager also monitored calls throughout the day to make sure agents followed through.

Results

The company sends a survey to the customer following each interaction with an agent asking two questions by which it measures contact center performance:

If you had your own company, would you hire this person (the agent) based on your interaction today? Was your issue resolved?

The team exceeded both goals by an average of 3.9 percent and 4.1 percent respectively. Two additional metrics, average hold time and attrition, saw drastic reductions compared to the domestic counterpart.

Due to our responsiveness and performance gains, Transparent BPO consistently ranks first or second among the client's seven outsourcing vendors. As a result, the client has now added live chat to the program and begun working with TBPO directly.

SUCCESS STORY

Pain Points

Client chooses to outsource nearshore due to rising cost of domestic outsourcing and maintaining a contact center in-house, high attrition, difficulty hiring for peak seasons, and concerns over quality.

Results

- Outperformed client's "would you hire" goals by 3.9%
- Exceeded resolution rate goals also by 4.1%
- Reduced average hold time by nearly 60%
- Cut training attrition rate by almost 78% and overall attrition rate by more than 44%
- Added live chat channel
- Consistently ranks first or second among all outsourcing vendors
- Works with the client directly