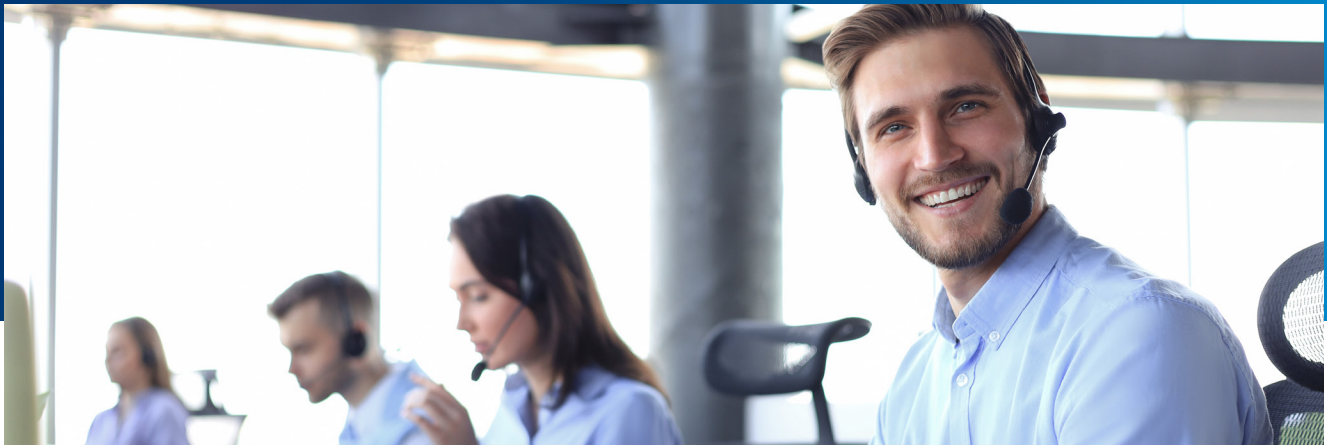


SUCCESS STORY | BPO

A global BPO revolutionizes customer interactions and operations through strategic overhaul

Harnessing Servion's CX advisory services for comprehensive transformation



About the client

The client is a global enterprise specializing in business process services (BPO) across various industries, including healthcare, transportation, and finance. The company offers a comprehensive suite of solutions to streamline operations, improve customer experiences, and drive digital transformation through cutting-edge technology and analytics.

Key challenges

The client's contact center encountered significant challenges stemming from outdated technology infrastructure, complex and inefficient workflows,

inadequate training, and a lack of adequate training programs and coaching techniques. These factors resulted in suboptimal customer interactions, operational bottlenecks, prolonged handling times, increased operational costs, reduced satisfaction levels among customers and agents alike, high agent turnover rates, and a hindrance to meeting evolving customer expectations and market demands.

Solutions Implemented

Over a 12-week engagement, Servion conducted a detailed assessment of the client's contact center environment, leveraging its CX advisory services. Servion comprehensively addressed the challenges through the

following solutions, successfully transforming the client's contact center operations and aligning them with industry best practices and technological advancements.

- **Cloud-Based CCaaS Framework:** Servion endorsed the adoption of a Cloud-based contact center as a Service (CCaaS) framework to modernize the client's infrastructure. This facilitated scalability, flexibility, and accessibility while reducing maintenance overheads.

- **Digital and AI Solutions:** Servion integrated digital and Artificial Intelligence solutions into the CCaaS framework to enhance engagement and operational efficiency. Self-service platforms and AI-driven chatbots streamlined customer interactions, reducing the dependency on live agent support.

- **Coaching and Empowerment Strategies:** Servion revamped coaching techniques and empowerment strategies to address training needs and reduce agent turnover. This resulted in improved service quality and decreased operational expenditures.

- **Advanced Routing and Resource Allocation:** Servion implemented advanced routing algorithms and optimized resource allocation strategies to minimize wait times and increase efficiency in handling customer inquiries.

Benefits

One year after implementation, the client realized significant improvements in contact center efficiency and customer satisfaction:

- **Increased Digital Self-Service Adoption:** Successfully diverting 70% of inbound calls to digital self-service channels with an 85% containment rate, reducing the burden on live agents.

- **Reduced Average Handling Time (AHT):** A remarkable reduction in Average Handling Time from 7 to 3.2 minutes, enhancing responsiveness to customer inquiries.

- **Decreased Agent Turnover:** With an 80% decrease in agent turnover, the client experienced improved retention rates.

- **Operational Cost Savings:** The strategic overhaul resulted in significant savings through reduced operational expenditures.

- **Enhanced Operational Effectiveness and Customer Interactions:** This strategic overhaul enhanced operational effectiveness and elevated customer interactions, driving substantial growth and competitive advantage in the market.

For more than 25 years, Servion has been trusted by customer-centric brands for designing, building, running and optimizing Contact Centers and Customer Experience (CX) solutions. Our 1100 CX professionals apply their passion and deep domain expertise to the entire design-build-runoptimize solution lifecycle. For more information, visit <https://servion.com/>.



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