



Creating Memorable Digital Experiences Everyday

Contact Center Support for a Telco Major

Know how we helped a leading service provider in Europe in its Contact Center Transformation journey using CareXa approach, resulting in improvement across all three pillars – customer experience, cost reduction and sales.

THE CUSTOMER

The client is a leading telecom and internet services provider in Europe.

Tech Mahindra Business Process Services footprint

- Customer Management engagement since 2003.
- End to end customer interaction and entire lifecycle management.
- 5500 FTEs across India and Ireland.
- Support through voice, email and web chat
- Service landscape includes Acquisition, Sales Support, Customer Care, Customer Finance, Technical Support and Customer Retention.

OUR POSITIONING – Digital CareX



BUSINESS OUTCOMES EXPECTED

The overall objective of the outsourcing partner is set by the shared vision: to make mobile better.

There are 3 key expectations as part of the outsourcing relationship with TechM.

- Improve Customer Experience
- Reduce Costs
- Improve Contribution to the Top Line and Bottom Line

BUSINESS BENEFITS

Success Criteria	Success Criteria
Improve Customer Experience	<ol style="list-style-type: none"> 1. One in three customers will recommend others to join the network. 2. Customers consistently rate their agents highly for satisfaction (83%) 3. Moving from most complained about operator to the least (Ofcom) 4. "Service" as a reason for leaving has been slashed by more than half in 2 years 5. Highest NPS of any mobile network operator (YouGov) 6. Which? rated the client as the top telecom among Mobile Network Operators (2015 report).
Reduce Costs	<ol style="list-style-type: none"> 1. Despite a 25% growth in customer base over 3 years, the contact centre Opex has reduced by 15%. 2. Over delivered on annual contact centre budget keeping headcount flat.
Improve Contribution to the Top Line and Bottom Line	<ol style="list-style-type: none"> 1. Delivered on the Sales Acquisition, Retention & Churn targets. 2. Delivered 105% of the Gross adds targets. 3. Reduced involuntary customer churn by 44% in 4 years. 4. 33% reduction in bad debt % in 4 years.



SOLUTION & APPROACH

Through end to end contact centre management process Tech Mahindra provided analytics, consulting and process improvement services towards enabling customer in improvements across all three objectives and its digital adoption.

1. Robotics & Automation
2. Channel & Digital Experience
3. Analytics
4. Operational Excellence
5. Consulting



Transformation Drivers



TECH MAHINDRA EDGE

Our Telecom Expertise:

- 39 global customers
- 12 of Top 20 Wireless TSPs
- 11 of Fortune 500 global companies
- 3 of Top 3 Telcos in Europe
- Top 3 TSPs in India
- 18 Top Greenfield operators

End-to-End customer lifecycle management with integrated analytics, consulting and innovation practices.

Digital customer experience delivery from framework and platforms - CareXa, Uno, Socio and Tactix.

About Tech Mahindra Business Process Services

Tech Mahindra Business Process Services is the BPO or BPM arm of Tech Mahindra – a USD 4.6 billion company with 117,200+ professionals across 90 countries, helping over 885 global customers

including fortune 500 companies. Tech Mahindra is amongst the Forbes list of Fab 50 companies in Asia 2016 list & in India's Top 50 Super Companies of 2016.

Entering a new era of transformations, Tech Mahindra Business Process Services has re-focused energies towards 'Creating memorable digital experiences everyday' for customers.

We are part of the USD 19 billion Mahindra Group that employs more than 200,000 people across 100 countries. The Mahindra Group operates in key industries that drive economic growth, enjoying a leadership position in tractors, utility vehicles, information technology, financial services and vacation ownership.

For more information about Tech Mahindra Business Process Services, connect with us at:

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