



Consistently Led the Enterprise in Repeat Call Reduction!

Helping US Telco Build Stronger Relationships With “Unbanked” Customer Base

Minacs Improves Customer Satisfaction and Reduces Defection

THE CLIENT

Case Study

A US telecom pioneer, our client offers linear-rate unlimited wireless services with no long-standing commitments or credit checks required from its target customer base of individuals and businesses. It’s all digital CDMA2000 1X and 1xEV-DO wireless network is based on the hottest technology and offers high quality services.

To help lower the cost per transaction, Minacs is working to implement chat and SMS based support as additional channels of communication for the customer base.

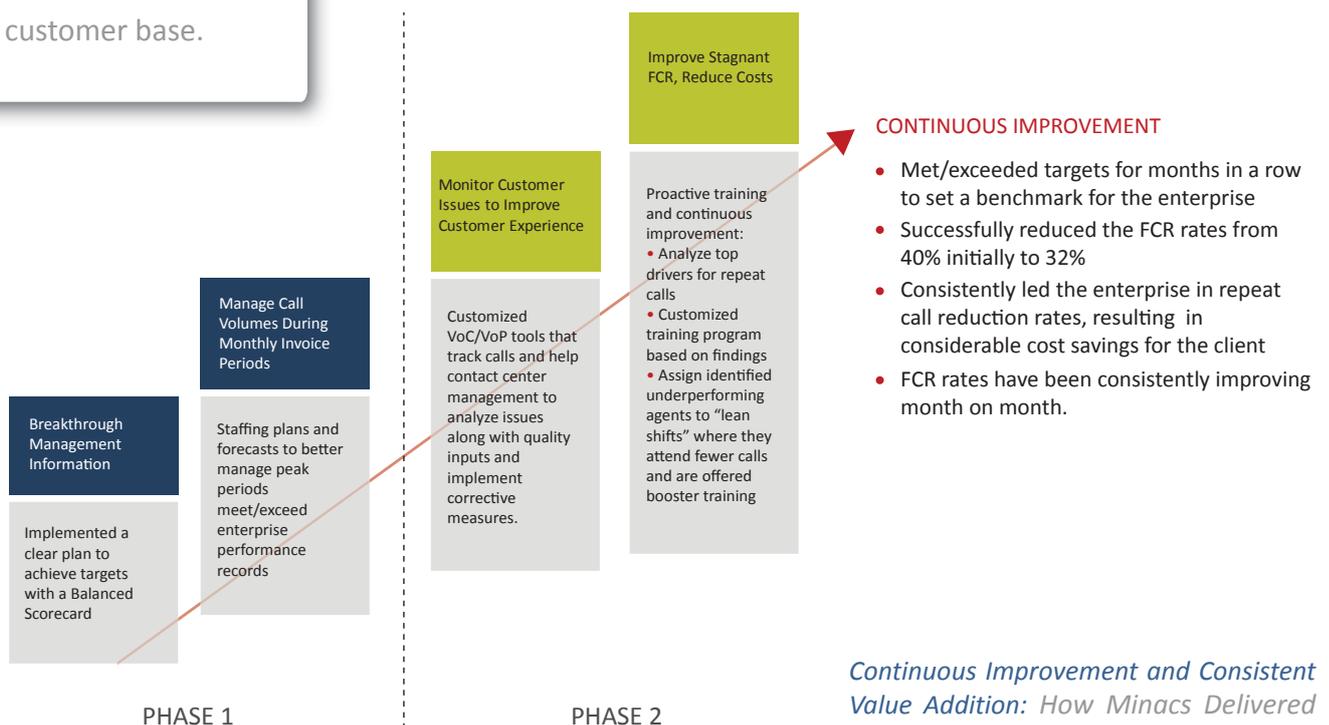
BUSINESS REQUIREMENT

This US wireless service provider was looking for a value partner to support its rapidly expanding service offerings and customer base. It needed outsourced customer services like inbound care across all call types (e.g., billing, activation, customer inquiries, low end tech support, etc.), premier/standard dealer support, and technical support for its voice and broadband customers in 35 of the top 50 US markets.

This client had distributed 75-80% of its call volumes to three outsourcing service providers in Manila. While trying to improve First Call Resolution (FCR) effectiveness, it was also focusing on total cost of customer service and on harnessing innovation to unleash performance improvements.

MINACS SOLUTION

The client was impressed by Aditya Birla Minacs’ telecom industry expertise and ability to provide high quality customer support. We positioned India as a global delivery alternative, demonstrated our ability to provide a scalable footprint, and offered to eventually migrate the process to Manila to achieve the client’s strategic intent.



Continuous Improvement and Consistent Value Addition: How Minacs Delivered Results

Phase 1

We delivered one of the most successful, issue-free site launches in this client's seven year outsourcing experience with 150 advisors supporting two lines of business. The client planned to grow this to 300 advisors within the first six months at our Bangalore center. However, it scaled to 500+ and became the single largest location for the client to support its business growth strategy which included several new device and service launches. We were its primary partner leading the rollout of Android and Blackberry smartphone support! Launching with 50 advisors, Minacs supported 100% of the English queue—perhaps one of the first large scale smartphone support programs in Bangalore, and definitely a first for the client!

Phase 2

With the client looking to optimize costs further without foregoing high quality customer experience, it found the Philippines to be a meaningful delivery location. We successfully transitioned the business to Manila and currently handle over 44% of its call volumes across three lines of business.

Based on our performance, the client has re-assigned a part of its customer retention activities to Minacs. We even successfully processed over 130,000 calls within the first two months while meeting the client's budgetary specifications and turnaround time spot on!

We are also the only enterprise partner that has set up a lab to allow advisors to gain firsthand experience of different kinds of handsets. This helps them to manage queries more effectively, often resolving issues on the first call. Through our continuous improvement initiatives (e.g., customized Voice of the Customer and Voice of the Process programs that monitor and analyze customer/agent issues), we helped the client reduce churn, lower repeat call rates and increase FCR.

MAJOR RESULTS

- At Bangalore, we outperformed tenured sites within the first 30 days of our operation going live, by taking Average Handle Time (AHT) of 13+ minutes down to eight minutes within two weeks. We delivered the biggest leap in this client's customer service operations driving defection rates from 30% down to 11%.
- We exceeded the client's expectation of 5% take-rate via up- and cross-selling revenue generation by averaging 6.7% + each month.
- Post the transition to Manila, our innovative training and process improvement approach successfully reduced FCR rates from 40% down to 32%.
- Minacs has consistently led the enterprise in repeat call reduction, which has resulted in considerable cost savings for the client. In a recent client report, we outperformed competitors in repeat call resolution and spent 87% less in customer credits.
- Impressed with our performance, the client has increased our share of call volume from 13% to 40% in the last one year.

Write to info@minacs.adityabirla.com for more information or to meet with a Minacs representative.

ABOUT ADITYA BIRLA MINACS

Aditya Birla Minacs is a leading business solutions company that partners with global corporations in the manufacturing, retail, telecom, technology, media and entertainment, banking, insurance, healthcare and public sectors. We leverage years of process, domain and technology expertise to deliver superior business value to clients with our seamless Customer Lifecycle, Marketing, Finance and Accounting, Procurement and IT solutions and services. 20,300 Minacs experts across 3 continents and 35 centers spanning Canada, Germany, Hungary, India, Jamaica, Philippines, the UK and USA power our solutions through a global delivery model that helps our clients enhance revenues, profitability and customer service.

Please visit www.minacs.adityabirla.com for more information.

PROCESSES

- Inbound care across call types: e.g., billing, activation, inquiries on features and services, and low end tech support
- Premier and standard dealer support
- High end tech support includes broadband, nurture, save, LNP (local number portability)
- Online support
- Pay as you go (prepaid) services
- Android smartphone and Blackberry support.

accelerating business
for a virtualizing world