

## Cost Savings post Transition through optimized service delivery at Agent level



### The business challenge

Client facing issues in CX Management and poor NPS scores coupled with high cost of operations due to high call volume with inefficient operation.

### The Solution

iSON took over Client's CX Management and Contact Centre Management. Brought around total service transformation with improved recruitment & onboarding processes, training and quality interventions and changed processes massive leading to large cost reduction and on improved NPS scores.

### What We Did

- IVR CPC reduced about 0.58 pm to less than 0.28pm,
- ACD CPS reduced from 0.32 to 0.058
- Highly improved FCR at IVR & ACD. FCR increased from 67% to 97% against the target of 90% FCR.
- Substantial improvement in NPS from 37% to 65% as against target of 40% NPS.
- Substantial improvement in AL & SL with less than 33% manpower
- 80% reduction in overall Cost of Service

RESULTS – PRE AND POST TRANSITION TO ISON

Parameters - Large Telco Client	Month 1	Month 15	Month 56
Customer Base	62,058,548	66,469,696	58,220,859
ACD Offered Calls (monthly)	19,930,299	6,892,377	3,359,479
CPC (Calls Per Customer)	0.32	0.1	0.06
Answered Calls (monthly)	4,303,822	5,943,388	3,052,574
Answered Level	22%	86%	91%
AHT ( in seconds)	152	151	143
Service Levels	16%	76%	88%
Quality Scores	NA	80.10%	83.20%
NPS	37%	50%	65%
First Call Resolution	67%	80%	97%
Agent Utilization	72%	74%	86%
Login Hrs. Compliance	86%	100%	>100%



Achieved  
**80%**  
 cost savings  
 through reduced  
 CPC & AHT, higher  
 agent utilization and  
 reduced manpower