

Cost Savings post Transition through optimized service delivery



The business challenge

Client a leading Telecom operator in East Africa, was facing issues of accessibility to contact center with huge call choking, poor IVR resolution and Service Levels. Leading to high cost & poor quality/ NPS scores.

The Solution

The client outsourced the Call Center operation to iSON. However the CCT technology & IVR operations were retained by them. Connected their IVR vendor with us to make changes in IVR & improve performance.

What We Did

- iSON provided inputs on IVR Menu and Sub Menu self service options post takeover leading to increase in IVR resolution and significant reduction in CPC level.
 - We improved the Answer level and FCR % which led to reduction in Repeat Calls and improved customer experience.
 - Introduction of WFM tool, login compliance, Real Time Monitoring, NVA reductions, led to AHT/Productivity being positively impacted.
 - Changes made in call handling process leading to Enhanced Process Efficiency
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RESULTS – PRE AND POST TRANSITION TO ISON

Major Telecom Client	Pre Takeover	Post Month 6	Post Month 36
Subscriber Base	11,211,237	11,435,462	15,591,430
Calls On IVR	7,636,174	7,718,879	6,654,512
CPC (Calls Per Customer) at IVR	0.68	0.67	0.43
IVR Resolution	58%	77%	84%
Calls Offered	3,232,802	1,756,725	1,053,214
CPC (Calls Per Customer)	0.29	0.15	0.07
Calls Answered	2,578,953	1,682,281	1,011,721
Abandon %age	20%	4%	4%
Service Level	38%	76%	80%
AHT	133	125	123
Agent Utilization%	51%	72%	83%
Manpower	683	618	370

Achieved
75%

cost savings through
reduced CPC & AHT,
higher agent utilization
and reduced manpower
with improved
quality score & NPS

