

AHT Reduction Without Impacting Customer Experience - Major Telecom Service Provider



The business challenge

Support corporate customers for their queries, requests, & complaints via calls - Deliver seamless CX



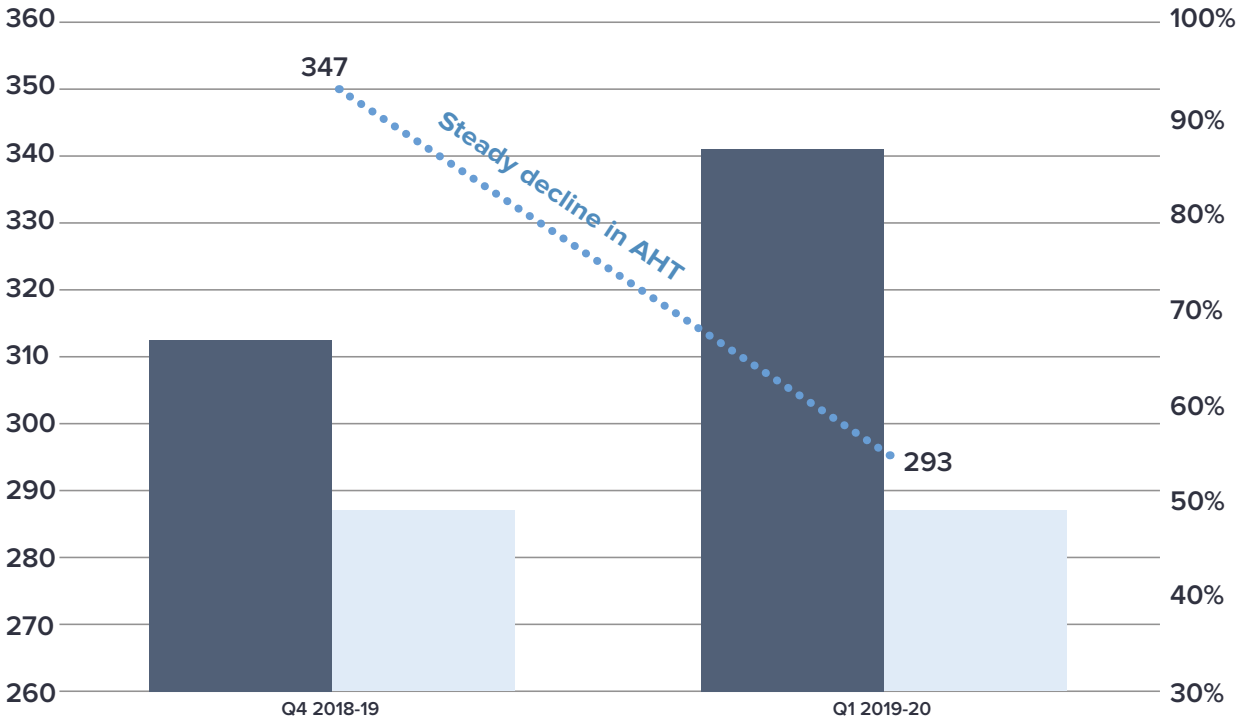
Improvement Areas

- Enhancing Customer Experience
- Reduction in Average Handling time, thus helping in reducing wait time on IVR

What We Did

- Holistic analysis & Intensive research to get insights
- Daily analysis on the top call drivers
- Critical Insights shared with client
- Regular Tracking & Monitoring

AHT Vs Quality KPIs - Leading Telecom



Milestones & Achievements

- A slow and steady reduction in the AHT | 1600 basis points decline in 5 quarters
- From 347 seconds in Q1(18-19) to 293 seconds in the quarter ending June-20
- No Impact on customer experience | NPS maintained at 49%
- Increment of 1900 basis points in the Capacity scores (Delivery Effectiveness)

