



Elevate Your Customer
Service with **iSON Xperiences'**
World-Class Solutions





Client Overview

In 2006, our Client, a leading entity within the automobile industry's financial services sector, partnered with iSON Xperiences to elevate their customer service operations. Tasked with delivering top-tier support across six sub-divisions, iSON Xperiences integrated advanced solutions such as Genesys IC Business Manager and Microsoft Power BI to enhance quality, customer engagement, and operational efficiency.

Over the years, this collaboration has achieved remarkable milestones, including iSON Xperiences' nomination as a preferred supplier, multiple award recognitions, and successful market expansion of the client into Eastern Europe and the UAE. This case study explores the continuous improvement strategies, services offered, and the significant results achieved through this enduring partnership.

Situation Analysis/Background

One of iSON's esteemed clients entrusts us with delivering exemplary and premium customer service. Our team deployment at their head office ensures the seamless execution of our commitments to meet and exceed the high standard set by our Client, a brand recognized by many.

Services offered

Objective

Continuous improvement over the life span of the contract.

- Pro-active and supportive management style with sufficient backup resources when required.
- Transparency and openness of accounting.
- Flexible approach and capability of supporting various requirements of the Business.
- Quality products/service and timely delivery.
- Understanding the overall culture and business.
- KPI Trend and Value additions, case studies, and best practices.

Scope of services

- Technical Specifications
- Quality Requirements
- Reporting on all interactions
- Case and deal monitoring
- Complaint handling
- Customer account administration

Service delivery

Omni-channel; Inbound voice, email, web chat, WhatsApp, and online Self-Help service (MyAccount).

Tools and solutions either offered by us or using client-provided details.

Genesys: IC Business Manager

IC Business Manager provides a user interface for easy access to the features of application program modules.

All-in-one solution for Quality, Customer engagement, reporting, and workforce management.

KPI Trend and Value additions, case studies, best practices.

Solution Provided

The Client's business portfolio, managed by iSON Xperiences consists of 6 sub-divisions within financial services. Collectively we manage a staff complement of 51 iSON Xperiences employees.



Pure Connect provides a user interface for easy access to the features of application program modules. All-in-one solution for Quality, Customer engagement, reporting, and workforce management.

Skype and Microsoft teams used for Meetings-Collaboration and telephony.

Power BI used for KPI Trend and Value additions, case studies, best business practices.

Results Achieved



NDS Reduction

The Net Detractor Score dropped by ~12%, signifying a reduction in customer dissatisfaction.



CSAT Increase

Customer satisfaction scores rose by ~15%, reflecting improved service experience in the countries served.



Overall Cost Savings

Achieved 25% reduction in operational costs due to streamlined processes through RPA and outsourcing efficiencies.



FCR Improvement

First Contact Resolution improved by 20%, leading to quicker issue resolution and better case handling in an omnichannel support system.



Contact us to discover how we can achieve similar results for your organisation:
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At iSON Xperiences, we orchestrate exceptional customer experiences through our digitally-led and data-driven approach, redefining the standard for enterprise solutions. Ranked among the top global CXM players in Africa, we provide a flexible enablement platform for businesses that need help scaling up their workforce, daily business operations, or debt collection solutions, or that want to expand their footprint in Africa. With over 18,000 employees across 19 countries, we serve 500 million global customers across Telecom, BFSI, Energy & Utilities, Government, Media & Entertainment, Aviation, Retail, E-commerce and more. For more information, visit www.isonxperiences.com