

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

Contact us to discover how we can achieve similar results for your organisation: Sourin.Buragohain@isonxperiences.com