NEARSOL

Exceeding Expectations as a New BPO Partner for a Multinational Electronics Company

Introduction:

NEARSOL White Label Customer Experience

'Always Customer Service' is our drive. We ensure that every interaction we have with our clients' customer embodies this motto, providing a world class customer experience to increase brand loyalty, revenue, efficiency gains, and cost saving benefits to our clients.

The Story of a Multinational Electronics Company

A multinational electronics company needed a reliable new BPO partner to service the majority of their LOBs

- Outbound Retail/Survey Work
- Inbound Voice & Back Office Support
- and help the client with high Agent Error rates and low productivity and completion rates.

Why Choose NEARSOL White Label Customer Experience?

Our WLCE is our white label approach to customer service. Our partner will provide the client relationship management and we will provide the operational support for the contact center. We will manage all day-to-day aspects of the contact center to ensure the results promised to your client under your banner.

Benefits of NEARSOL White Label Customer Experience?

Our WLCE solution eliminates the capital investment of building a brand new site by providing turnkey facilities at a moment's notice. Giving you the option to grow as needed in a state-of-the-art facility while you maintain Customer Relationships.

- Predictable Cost
- In-country experts
- Expedited Project Launch
- Flexible Solutions

Added Value:

- One-stop provider for all resources & services required to operate a successful white label operation
- Holistic understanding of your vision
- Effective planning for utilization of resources
- Long term adaptable partnership

How a Multinational Electronics Company used NEARSOL White Label Customer Experience?

Laser-focused on continuous improvement and creation of new Procedures. The following actions were taken to address key KPIs of Agent Errors and Quality.

    a. Agent Error Detection & Prevention
    b. CXperts Tracking and Ticketing System

Used a targeted side-by-side training approach, in addition to traditional nesting. Both were done on top of product specific training. Targeted side-by-side training is a gradual process of learning per phase to ensure focus per step. Strategic cross-skilling/training was also done to fully utilize and optimize resources.

White Glove Service Approach to support Premium Services which is composed of experienced and top performing agents and incorporates more advanced training, resolutioning, and servicing expectations. Tier 2 level experience incorporating a lower Agent to Team Leader ratio with increased level of attention, support, coaching and training.

    a. Agents hired into this team had to pass three different interviews. The final interview focused on premium delivery service since the LOB requires multitasking.
    b. Other contextual and industry related training was done in addition to immersive process training.

The Results:

Performance in Quality and Accuracy improved significantly. From 49 Agent Errors per month in 2019 down to an average now of 5 per month.

Client Satisfaction: Additional business was awarded to CXperts within 9 months based on strong performance and close partnership. Client also renewed the contract for 2 more years.

Targets Were Met:
- Delivered and exceeded expectations month-over-month after launch.
- 100% Recruitment Achievement at program launch with very short times lines (4 weeks to hire during December/Holiday season)
- 100% KPI Attainment. Improved Error Rates from 11% down to 0.9% errors.
- Strong schedule adherence, 96% for 2020 and 98% for 2021 YTD.
- Very low attrition, average of 1.5% per month

WE HELP YOU DO BETTER