

Improve associates performance with work-at-home contact centre model



CASE STUDY

Customer Service

Global subscription media company



4.5

point improvement
in NPS

Goals

- Provide technical support for subscription TV and broadband customers.
- Recruit associates from across the country, without any geographical limitations.
- Be more flexible in aligning shifts to variable call volumes.

Solution

- Fully virtual work-at-home solution –from recruitment, technology deployment and training to scheduling, monitoring and management.
- 24/7 service for financially and technically vulnerable customers.
- Fully secure and compliant cloud-based technology using thin client and VPN.
- Microsoft Teams for virtual meetings – communicate, collaborate, raise flags and engage with team leads.

Results

- NPS for at-home associates 4.5 points higher compared to in-centre.
- Productivity of at-home associates approx. 10% higher compared with in-centre.
- Easier to recruit with access to a wider talent pool.
- Greater flexibility in shift management, leading to reduced costs.