

Make customer service operations more effective and flexible

CASE STUDY

Customer Service

Global
subscription
media company



NPS up to
+40

Goals

- Consolidate suppliers on to a single vendor for all contact centre management.
- Scale and adapt more quickly to changing requirements.
- Improve customer experience, especially for complex queries, and across multiple digital channels.

Solution

- Launch of two new sites, in Warrington and Derby, against aggressive timelines.
- Seamless migration of 1,450 employees from incumbent vendor to new sites without impacting metrics.
- Joint operational management structure between client and Firstsource.
- Enhanced subject matter expert initiative to improve frontline support.

Results

- NPS up from +15 to +40 within six months at Derby, and from +28 to +39 at Warrington.
- Conversion rate above target: 46% vs 40% at Warrington and 40% vs 25% at Derby.
- Attrition cut by 38% – from 180% to 130% per year.