

TELECOMMUNICATIONS CASE STUDY – CUSTOMER CARE/TECHNICAL SUPPORT

Program At-A-Glance

Start Date:	August 2005
No. of Associates at start of the program:	60
Current No. of Associates:	1,100
Program Description:	Inbound Technical Support with Chat Service for Business Customers and Consumers.
No. of Calls Processed Per Month:	350K
Percentage of Overall Program Maintained by Alorica:	25%
Performance Highlights:	<ul style="list-style-type: none"> • Ranked #1 consumer vendor on client's balance scorecard for 12 consecutive months • Received perfect scorecards in March and April 2009 across all worldwide partners • Exceeded the Net Promoter Score (NPS) target 10 out of 12 months in 2008/2009 • Recognized by client as a Top-Tier partner • Reduction in costs by approx 40%

Program Objective

The highly competitive technology marketplace is under considerable pressure to lower costs and improve the level of service to business customers. The Client's workforce was comprised of a technically skilled workforce with limited customer service skills. Their employees commanded high salaries with an average pay rate of \$36 per hour. In addition to reducing costs, the Client was focused on achieving a higher rate of first call resolution.

Following a strict diligence process across a wide variety of Business Process Outsourcing (BPO) organizations, the client reached out to PRC, now an Alorica company.

Solution

A recommendation was made to replace the Client's higher-paid contract workforce with the outsourced customer service agents that form its Technical Support Team. These agents, trained in technical support, would bring solid customer service skills to the customer experience. By coupling reduced expenses with customer service proficiency, it was forecasted that the rate of first call resolution would increase and the overall number of calls received would be reduced.

The Technical Support Team:

- is a communications link between LEC support, network services, customer service and the customers
- takes inbound calls/transfers and chat messages related to local technical repair issues and generates appropriate actions to resolve open issues
- handles calls and chat messages related to billing issues, feature and service requests, and technical troubleshooting

Trusted by leading brands for over 25 collective years, Alorica is an innovator in Global Contact Management Solutions for both the Business-to-Business (B2B) and Business-to-Consumer (B2C) sectors. With locations worldwide, we offer a wide range of services designed to help clients create, cultivate and maintain their most precious asset – their customer relationships. Headquartered in Chino, CA, Alorica's operations centers span the globe with more than 35 locations and nearly 20,000 associates worldwide.

Contact Us For more information, please contact Alorica at: **1-888-225-5772** or visit us at: **www.alorica.com**

Results

Within the Customer Care/Technical Support program created for the Client, our effective management of operational metrics has allowed us to consistently exceed client-required goals and targets. Some highlights of the program's successes include:

- Ranked #1 consumer vendor on client's balance scorecard for 12 consecutive months. We are recognized by client as a Top-Tier partner.
- Received perfect scorecards in March and April 2009 across all worldwide partners. "Only supplier to ever do so"
- Net Promoter Score (NPS) target exceeded 10 of the last 12 months in 2008/2009.
- The Client has experienced a reduction in costs by approximately 40% or \$6 million annually. Additional technical training and quality monitoring continue to contribute to an improved customer experience.
- The Client's aggressive marketing efforts in the consumer division have resulted in increased market share and a greater need for technical support associates. Our strong performance in the business division resulted in the award of the consumer division business. Alorica continues to expand the Client's domestic Business DSL and offshore Consumer DSL technical support presence with 450 domestic and 650 offshore associates. Both Client divisions continue to approve greater market share due to consistently strong performance.

As so aptly demonstrated with this Telecom Client, Alorica's Customer Care Solutions offer a powerful combination of responsiveness, hands-on experience and flexibility. Through our commitment to doing the right thing for our clients, we empower today's leading brands to stay competitive and profitable in an ever-changing business landscape.

Client Profile

This **Telecommunications Client** ("the Client") is a leader in delivering broadband and other wireline and wireless communication innovations to mass market, business, government and wholesale customers, serving more than 80 million customers nationwide. The technical support group within the company provides assistance to businesses and consumers for repair and installation of DSL service. A Fortune 50 company, the Client employs a diverse workforce of nearly 224,000 and had generated consolidated operating revenues of more than \$97 billion in 2008.