



Experience Paper

CUSTOMER INNOVATION SOLUTIONS

Customer Care Experience

Demonstrated Customer Care experience for:

- European airline
- Financial services organization
- Retail bank
- Australian credit card company

TeleTech offers premium customer care services our clients' customers in over 85 countries. Our customer care programs include all of the required talent targeting, acquisition, onboarding, and training needed to fully develop its professional customer care associates in all required skill sets.

Comprehensive quality assurance monitoring, one-on-one coaching, and workforce management ensure that all client requirements and key performance indicators are met or exceeded. We begin all of our customer and enterprise solutions with the idea that better employees, training, and reward and recognition programs create a better service experience for clients' customers.

Our customer care programs provide benefits across industries. TeleTech teamed with a European discount airline to provide a solution that included a full suite of service options. We also helped a financial services client implement a blended learning program to achieve targeted performance outcomes. Our process improvement team, led by a Six Sigma Master Black Belt, helped another client implement strategies that focused on associates who performed close to their goal (in the 80% range). For an Australian credit card company, we adopted a multi-faceted approach to understanding their current business practices, including key performance indicators and objectives, policies, and procedures. The following includes examples of our successful customer care programs for Global 1000 clients.

European Airline

A European discount airline required a single source for every type of customer inquiry from questions about flights and fares through final reservations. This customer required a partner who could quickly implement new information and communicate it to its passengers. TeleTech managed reservations, printed and e-mailed itineraries to passengers, booked changes, and handled other service questions. Associates were trained to handle multiple tasks, enabling the customer to accommodate peak traffic loads without hiring additional staff members. TeleTech's Disposition Manager™ focused on serving passengers who wanted pre-assigned seating. We determined that 15% of callers wanted to arrange a pre-assigned seat when they made reservations. As a result of this program, interactive voice response decreased lost calls by 20% and pre-assigned seat assignment service generated revenues of £250,000.

Financial Services Organization

This financial services organization struggled with implementing a comprehensive product and customer support training program. The training was presented in separate learning programs for the multiple, redundant software systems used to service different customer groups. This resulted in lengthy training time, slow speed-to-performance for new hires, and inadequate quality scores. TeleTech used blended learning to achieve targeted performance outcomes. This approach aligned organizational performance with the customer's business goals and objectives. This new 11-day modular course design allowed the training program to be launched in a universal format. Students who participated in the universal program, compared to those who completed the previous curriculum, experienced an 18.5% improvement in quality and a 55.9% improvement in customer satisfaction.

Retail Bank

A retail bank, having recently acquired a major competitor, needed to support both new and existing customers. Striving to maximize each of these relationships, the company mandated a customer satisfaction rating goal of 83% or better for each of the 10 service delivery centers supporting its consumer banking inbound program. To rapidly improve customer satisfaction scores, a TeleTech process improvement team, led by a Six Sigma Master Black Belt, implemented strategies that focused on associates who performed close to the client goal (in the 80% range). Upon implementation of TeleTech's strategies, the customer satisfaction score increased 4% to 84.8% in just one month. Since the program began, the service delivery center increased its customer satisfaction scores by 15.2%, with a total score of 87.1%.

Australian Credit Card Company

This customer's goal was to establish a multi-product contact center, focused on providing excellent customer service, while maximizing application conversions and forming great customer relationships. TeleTech adopted a multi-faceted approach to understanding their current business practices, including systems, key performance indicators and objectives, policies, and procedures. TeleTech worked hard to ensure that training plans were exceptional – clear, detailed, and included updated material. TeleTech used process improvement systems (based on Six Sigma principles) and listened to the customer's needs and recommendations. This contributed to contact center growth and increased successes. The six-month project resulted in an increased conversion rate (application to settlement) from 20% at project start to 30% at project completion. With over 800,000 customers, this credit card company has approximately 6% market share in Australia.