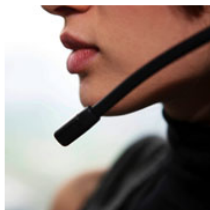


## CASE STUDY ON INBOUND TECH SUPPORT SERVICES



### The Customer

Our client is a leading Printer Services Company. Higher rate of abandoned calls per month, which led to poor customer satisfaction, was a serious cause of concern for their BPO division. Client approached Flatworld Solutions to help them by designing a unique BPO platform that could improve the performance of their [inbound tech support](#).

### The Challenge

Team at Flatworld Solutions interacted with the client, and discovered the following to be the primary challenges they were facing:

- + The BPO division of our client's printer services company was focusing more on delivery, and required training in BPO platform management
- + The client's existing in-house support service team included 30 agents and 30 channels, but they were not familiar with the BPO domain, and their processes were not in accordance to BPO platforms
- + The call abandonment rate for inbound calls was extremely high at 35%-40%. So, it was urgently needed to improve the turnaround time to respond to customers' queries
- + The customer satisfaction percentage was as low as 50%, which was way lesser than the prescribed client SLA

### Solution Provided

Based on the analysis, Flatworld Solutions set up a special team, the members of which had expertise in the BPO domain. A special support operations center was also established which was equipped with voice/email/internet facilities, which aided in curbing the turnaround time considerably.

The following support services were offered by Flatworld Solutions:

- + Offering support in the daytime as per the IST
- + Increased the infrastructure channels to 90, and the overall head count to 45 agents to match the call volume
- + Increased the support time span and introduced multiple shift manning with WFM
- + Implemented Voice Mail Services for customers waiting for more than 3 minutes in the queue
- + Initiated a call back team (8 - 10 agents) to improve customer satisfaction, by reducing the frequency of repeat calls
- + Performing constant improvements and process enhancement activities backed by Lean and Six Sigma methods at the support center
- + Later, the overall head count was reduced to 5 agents (call back team)
- + Flatworld Solutions extended its support services to 24 hours during peak period (when there was an excess of processing requirements)
- + All applications necessary at the support center were installed and configured. Also, regular application upgrades were ensured, and all errors in applications were rectified
- + All the databases were periodically maintained and updated

### The Results

- + The turnaround time of the project improved and the call abandonment rate also reduced to 8% - 10%
- + The customer satisfaction percentage was increased to 87% - 93%

### The Outcome

Our client was extremely pleased with the solutions provided by Flatworld Solutions, and the fact that our team was able to achieve this feat within a span of 3 months. Additionally, our team ably resolved several performance & product related issues that the client's company was facing for some time, which further augmented their productivity significantly.