23% Reduction in NVA* Hold time: Developing a Responsive Customer Service with Integrated Solutions

digitide

Overview

The client, a leading telecommunications provider delivers advanced connectivity and digital solutions across 16+ countries. With a vast service portfolio covering broadband, mobile, and enterprise solutions, the client commits to provide a superior customer experience across both urban and rural regions. To maintain its market leadership, the client partnered with us to address operational challenges in customer service to ensure greater efficiency and customer satisfaction.
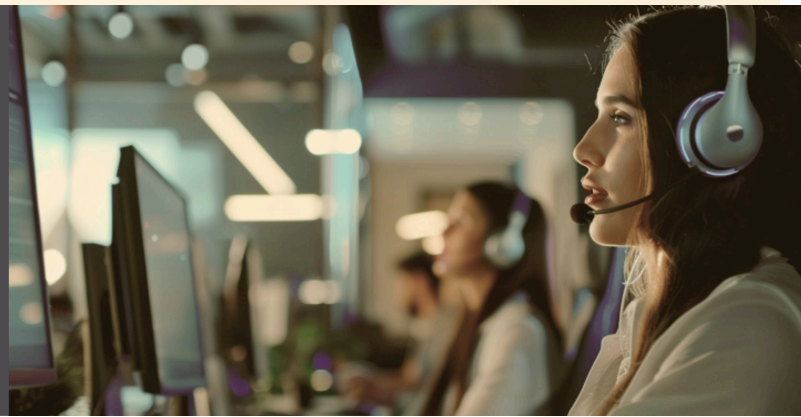
Objective

Streamline customer service processes, reduce delays, and enhance resolution efficiency for a superior customer experience.

Business Challenges

Our client faced significant challenges in meeting growing customer demands while striving to maintain a competitive edge in the market. They struggled with unpredictable call volumes and delays potentially impacting customer trust. Additionally, the lack of an optimized resolution process resulted in a higher volume of repeat callers, which not only strained resources but also diminished the overall service experience. The key challenges were:

- **Call Management:** Erratic call volumes and repeat calls
- **Process Delays:** Reduce delays in installation and service shifts
- **Higher competition:** Lack of competitive service differentiation and increasing customer demands

The Solution

Our strategies enhanced customer interaction efficiency by introducing dedicated channels for addressing high-priority issues. Key initiatives included the implementation of the AFT (After First Transfer) tracker for repeat calls, a TED (Technical Expertise Desk) for internet-related concerns, and 24/7 support for urgent inquiries. Further, Integrating enterprise software tools including Siebel and Hummingbird with client's service portal, we automated their customer support and service delivery operations, elevating their customer interactions.

Value Delivered

The implemented approach reduced repeat calls and improved resolution times, contributing to higher operational efficiency and faster service response. Thereby raising the ability to meet customer needs promptly without compromising on the customer experience standards.

16% Reduction in repeat calls	**23%** reduction in NVA* (Non-Value Added) hold time	**87%** 0f red KPI targets achieved
99% Shifting cases were closed with timely end-to-end follow-up.	**96%** Installation cases were completed on time	AHT reduced to 35 seconds over 6 months

Business Benefits

Faster Resolution and Reduced Repeat Calls	Improved Customer Service Efficiency	Enhanced Competitive Differentiation	Optimized Operational Costs