

Consistency = Quality for Major ISP

Business Challenge

Our Client is a leading provider of voice, video and data services across America and the world. They are committed to delivering world-class products backed by unmatched customer service and integrity. As the contact center division grew to a more integral part of the service offerings so too did the requirement for vendor and site managers to assure the quality of these customer interactions.

A decentralized model for business operations has distinct drawbacks when applied to Contact Center Quality Assurance. Duplication of efforts can be costly and one cannot ignore the economies of scale. Additionally, and more importantly, for this quality minded company was the inherent bias and uneven application of the rules when monitoring and scoring were carried out at the local level.

Transcom Solutions

Transcom began its relationship with this Client as one of seven vendors providing customer service and technical support. Our internal QA program caught their attention when a root cause analysis identified the program as contributing to the overall success of our part of the campaign.

Over a year ago, having seen first hand the experience Transcom possessed in providing Quality Assurance with an Automobile Club, a Financial Institution and a number of Cable Providers in the Manila facility, our Client moved it's entire Quality Assurance program there and hasn't looked back.

Currently, Transcom is responsible for the Quality Assurance Program across all markets for this Client including 12 internal sites and 7 vendors. And at arm's length, Transcom still monitors its own campaign.



Achieved Results

After a short 60 day ramp up period, our client enjoys the (up to 40%) cost savings associated with off shoring to Manila. In addition, agents dedicated to their program are university educated, all trained by the same leaders in the particulars of the campaign, and educated in North America Culture and language.

To equalize the benefits of cost savings through variable call handle times, Transcom and the client conduct monthly quantitative "Time In Motion" studies that track all parts of our agents engagement concerning average handle time giving a true picture of what an appropriate bill rate ought to be.

Across the board, our Clients' customers are consistently getting quality service. And no matter if the agent is in Nebraska or Alaska, they get the feedback needed to keep them performing at the top of their abilities.



Facts: Entertainment Giant

Primarily focused high speed internet, digital voice, VoIP and digital entertainment

Dependable dial tone service for over a century

First Regional Bell operating company in the United States to offer Standalone DSL

Approximately 36,000 employees

Sales in 2007 were approximately \$13 billion

Facts: Transcom North America

Established in 1996

Prior to acquisition in 2007 by Transcom Worldwide S.A. was Canada's largest privately held third party service provider

Complete CRM and collections service for the full life cycle of the customer

Robust interactive voice recognition platform

150 International and domestic clients

17,000 employees in 30 countries

