

# Spot Checking QA Leads to Bottom Line Savings

## Business Challenge

Our client is an America based, award-winning Internet service provider with more than 14 years of experience as a dial-up Internet provider and over 10 years as a broadband Internet provider. They also offer an innovative high speed DSL and home phone service bundles.

No strangers to outsourcing, the client came to Transcom Asia having heard about our low cost, dedicated Quality Assurance Program. Having each of the Client's individual Partner Sites responsible for ensuring compliance, customer satisfaction, agent effectiveness and efficiency at the supervisor level, was a top heavy system that was unwieldy and difficult to focus.

As the company grew, so too did the need for a more unified QA program that could apply concentrated efforts on any issues of concern and be able to change from one area of interest to another with very little lead time.

## Transcom Solutions

We knew that this company, with on and offshore Partner Sites, was already enjoying the cost savings inherent in such a business model. To help our client control spending on the service, Transcom created a per minute pricing model based on a sliding scale that dovetails with the use of NEXIDIA recording software.

As often as each month, new directives for observance are presented to Transcom with attendant identifiers clearly demarcated. On the files sent exclusively to Transcom, text to speech technology is used to locate the appropriate voice tag in the recording from where our Quality Assurance team can begin its assessment.

The promise of greater flexibility to focus on thinner and thinner segments of a call has lead Transcom to reinvent its own Quality Software to the point where every one of our client's interests can be attended to from a single point of entry. The Transcom Quality Team can on very short notice change from say, investigating the cause of dead air on a call to ensuring every customer is offered a time limited promotion.

## Achieved Results

Our client's price model is dependant upon duration and type of call in addition to volume sent. Given the freedom to direct the type of call, the portion of the call and the features inside the call that are of interest, our client's selections have a great impact on the bottom line.

An additional benefit to the client is that they are able to obtain information on as many quality identifiers as if we were listening to the entire call without wasting time and money scanning unnecessary/irrelevant segments of the call. This combination of technology and pricing pays real dividends for the client.

Voice Data auditing in English was only the beginning of our client's requirements. The service became bilingual with the addition of Spanish and innovative pricing and processes are to be applied to the transcription quality of Chat interactions.



### Facts: Telephone and Internet Provider

Mid-Cap Provider of Dial-Up, High Speed Internet and 2 way satellite Access. Website hosting plans, E-commerce hosting and Domain email plans and more.

Sales of over \$1.5 Billion annually

3.9 million subscribers

Ranked highest in customer satisfaction among dial-up internet service providers according to J.D. Power and Associates

Over 900 Employees

### 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