



## Client

The client is a telecom giant & is India's foremost-integrated Telecommunications Company with over 24.5 million Indian and 600,000 global individual consumers. The company has a pan-India, next generation, integrated (wireless and wire line), convergent (voice, data and video) digital network that is capable of supporting best-of-class services spanning the entire Infocomm value chain. As a group, the client is one of India's top three private sector business houses, with a market capitalization of US\$ 22 billion and net worth to the tune of US\$ 6 billion.

## Client's Business Challenge

In the telecom business, providing timely & right information to customers about the services offered and pricing is critical. Client's call centers had to provide customer services for multiple languages across India for multiple call types. The Client was facing high customer care cost from their captive call centers. These escalating costs threatened to erode profit margins, putting upward pressure on pricing and undermining the strategy to provide quality customer service without increased cost.

## Key Challenges for Genisys

Good customer support helps in sustaining brand stickiness. Our client had posed a set of two key challenges for us:

- Improve and maintain customer satisfaction score above 80%
- Reduce the overall customer care costs

## Customized Solution

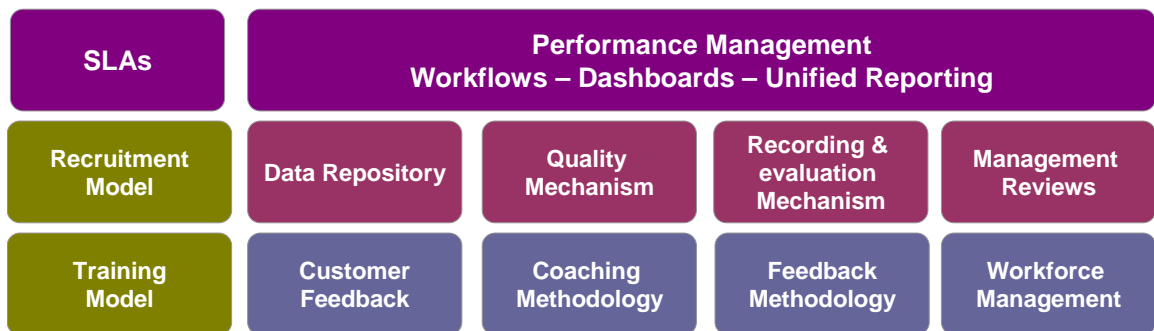
After a thorough understanding of the client's business operations and processes, Genisys moved quickly to transition and set up operations in Bangalore. Long-term, key operation processes within the organization were developed and executed to make the client's business operation "remote-compatible". World-class IT management and control processes were rapidly deployed to tighten the operations.

Tools built to manage & ensure that the service levels and service delivery quality, speed and efficiency were improved.

# Genisys BPO – Customer Support - Telecom



Fig : Structure.

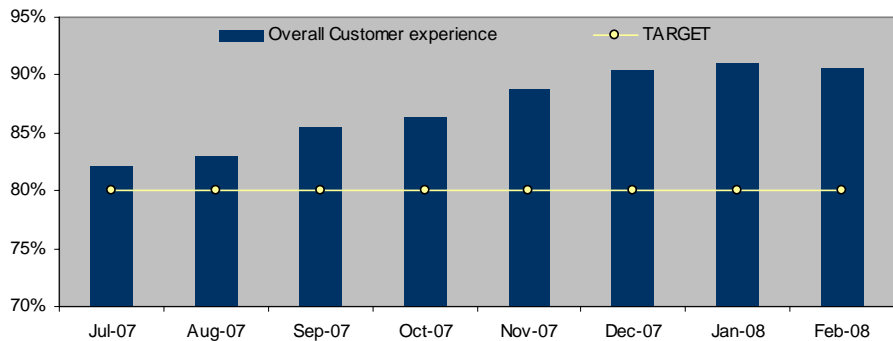


## Business Processes For Mobiles & Fixed Wireless Phones

- Enquiries about lines of service & Tariff
- Value added Services
- Billing, Amount decrement & invoicing
- Technical faults & troubleshooting
- Downtime
- Customer Complaints & Case creation

## Result

Every call our agent handles provide us with an opportunity to build our client's brand image and exceed customer expectations. Genisys' team has been instrumental in delivering consistent all-round results for the client. The team has outperformed the entire key SLAs especially Customer Experience.



# Genisys BPO – Customer Support - Telecom



## Business Benefits

- The client has realized substantial cost savings since migrating the processes to Genisys center.
- The client named Genisys center as the No 1 customer contact center across India, within 9 months of starting operations.

## Best Practices

- Mitigated risks due to consistent enforcement and adherence to agreed practices and controls relating to program configuration, change management and problem management.
- Developed a product knowledge repository called “Intranet” to help agents with necessary information. This portal provides related information such as critical updates, real time statistics & guidelines,, and other service related information. This knowledge has enabled the team to have an easy and on demand access to useful information about customers, empowering them to provide superior service.
- Designed a customer-Centric quality improvement process that has helped to change the quality monitoring metrics at the client's end.

## Achievement

Genisys team has been has been recently awarded more business lines with the client as a result of positive engagement & excellent results.

“Thanks for the excellent support. Your team will be delighted to know that we are taking some of the learning from them on the high CSAT & FTR scores” – Center Head