

# CASE STUDY

## TELECOMMUNICATIONS

### Goals:

- Provide the best service in the country through voice and messaging platform
- Improve the customer satisfaction even further
- Constantly provide personal development and growth to our people
- Expand the business even further

### Operationally

- 428 English speaking Agents supporting our customers over the phone
- Hours of operation 0900-0100
- Monday to Sunday

### Services

- Voice/Phone support

### Outcome

- Handle around 120k calls per month
- AHT decreased to 750 seconds
- NPS increased by 10% year to year basis

### Testimonial

This is what Paul Herron, Head of Service Operations said:

*"We have a really unique relationship with our strategic partners where we have Heads of Service Operations living, breathing and leading the respective campaigns on Partner sites. This uniqueness means that the people working for 60k feel much more a part of our community as any strategic partner relationship I have experienced in many years of working in the Customer Service industry. Consequently there's a great community spirit developed here, fostered by a strong people agenda to help our people be at their best and put the customer at the heart of what we do."*