

# Leveraging Language Expertise for improved Customer Experience

## About the client

Our client is the world's leading mobile telecommunications company, with a significant presence in Europe, the Middle East, Africa, Asia Pacific and US



## Business Requirement/ Problem Statement

The client was looking for Arabic language expertise to service its customers and dealers in the Middle-East. The key success factor was language proficiency and quality service

## Methodology

Hiring & Training

Focus on Quality

## Approach

- We tied up with various sourcing agencies and universities with the required language specialization for Middle East
  - Our hiring team used a mix of strategies to ensure well experienced resources for the various sub-processes as needed
- Stringent screening tests were designed to ensure language proficient agents and to reduce the learning curve on Soft skills training
- Comprehensive Training developed for agents to master handling customer service, complaints management, escalation desks, CRM tagging analytics desk, Billing desks introduced to ensure better call handling and reduction in handle times on calls
- Our robust CRM coupled with impeccable quality management and refreshers on a consistent basis ensured improved customer experience



## Goal

- To achieve quick ramp-up of specialized language skills
- Establish superior call quality and provide excellent customer experience



## Impact

- Voted 'Best Call Centre of the Year 2010' in Best Middle East Call Centre awards ceremony held in May 2010
- The process scored on 8:1 on a scale of 10 on the customer delight index
- Improved the client's quality scores considerably as compared to past vendors and in-house
- Due to consistently meeting set targets and exceeding them, client decided to scale up operations which led to setting up of a 45 FTE process out of our delivery centre in Manila