

Unlocking EBITDA Savings for a US Based Marketing Company with Customer Experience Transformation



Overview

The client is a US-based multinational marketing company and experienced a rapid growth in the domestic and international market. However, they struggled to provide a high-quality and cost-effective customer experience. Eventus, a TechM company, helped them with outsourced transformation, management, and technology with improved customer experience (CX) by creating a global footprint for expansion into new markets and EBITDA savings.

Client Background and Challenge

The client is a multinational marketing company based in US. The fast pace of the client's domestic and international expansion proved a strain on its existing resources. With disparate platforms and inefficient processes in place, it became increasingly difficult to create a seamless customer experience for its direct sales consultants. The strain of managing frustrated consultants using obsolete systems impacted employees as well, ultimately leading to costly agent turnover. As costs rose, further expansion into new markets seemed impossible. To rein in these costs, the company knew that any process and technology improvements would need to improve the experience for both internal contact center agents and its direct sales consultants. Eventus, a member of the TechM family, was the only firm uniquely positioned to provide everything they required for a full-scale transformational outsourcing solution.

Our Approach and Solution

Eventus committed to a three-year contract to guide the client through a full CX transformation and optimization project.

Comprehensive CX Roadmap

Within the first 90 days of its contract with the client which also provides personal care products, a detailed project scope and vendor strategy to guide project commitments and set expectations for a contractual guarantee of cost savings was created.

Workforce Management Solutions

Workforce management solutions that enabled better aligned agent schedules to incoming call volumes, while adhering to real time metrics helped drive consistent improvements on agent productivity. The changes led to dramatic improvements in call center occupancy from below 70% to 87%.

Upgraded Telephony

An updated telephony platform allowed for more self-service options and overall process improvements. Even with ongoing platform management, this investment reduced global telephony spend by more than \$500,000.

Quality Assurance

Evaluated and scored more than 10,000 interactions between agents and consultants to identify opportunities for improvement.

Customer Relationship Management

Took the management and support of ongoing changes to its client's CRM system, driving platform efficiencies that shaved an average of 45 seconds off each contact.

Intelligence Hub

Provided a unique intelligence hub reporting platform to provide the most cutting edge CX-focused cross functional reporting platform. The platform allows to model what if scenarios and helped them with predictions for KPIs that align with business needs. The customized dashboards provide a real time online report.

Full Technology Integration

With the newly integrated agent desktop (CRM), telephony (IVR / ACD), knowledge base, workforce management, and reporting solution (Intelligence Hub), the client was able to have a true 360-degree view of their customer and consultant interactions. Further, because we provided the full suite of operational managed services, they were able to provide effective change management by scheduling and running agent documentation, training, coaching, and effectiveness reporting.

Business and Community Impact

Eventus paved the way for this personal care product provider to achieve sustainable and scalable international growth.



Improved CX reduced the agent attrition by more than 12%, creating cost savings of \$460,000 each year.



Workforce management solutions enabled better aligned agent schedules to incoming call volumes. This allowed the company to right-size headcount leading to a cost savings of \$1.4 million, all without compromising on CSAT scores.



Reduce call center costs by 20%.



Unlocked EBITDA savings.

To know more, reach us at DigitALL@techmahindra.com



TECH
mahindra