Case Study

Facilitating Global Expansion and Growth for a New Economy Company

Teleperformance
each interaction matters

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Overview

The client is an international new economy company that markets its products and services through a mobile app for consumers with smartphones.

Industry

New Economy

Geography

Brazil, Colombia, India, Indonesia, Lithuania, Mexico and Russia

Solutions

- B2B sales, customer care document management and review, account management, billing and payments, back-office support and technical support in the e-mail and voice channels
- Multilingual service provided in 9+ languages
- Global footprint
- Leverage Teleperformance CX Lab capabilities to right-size channel share and push for broader capabilities
- Teleperformance Operational Performance and Standards (TOPS)
- Contact Center Management System (CCMS)
- Formal systems and process security assessment to identify opportunities to strengthen and augment current environment

Results:

- Client expansion into multiple cities and countries within a very short time period—564% growth in global presence
- Rapid ramping from 0 to 9,019 FTEs in just over a year
- Increased efficiency through a global dashboard that provides 360-degree view of KPIs across all contact centers

Geography Spotlight: India Operation Results

- 91% improvement in Quality Assurance (QA) rate
- 99% improvement in Back-Office Accuracy (BOA) rate
- 93% improvement in Customer Satisfaction (CSAT) rate (voice)

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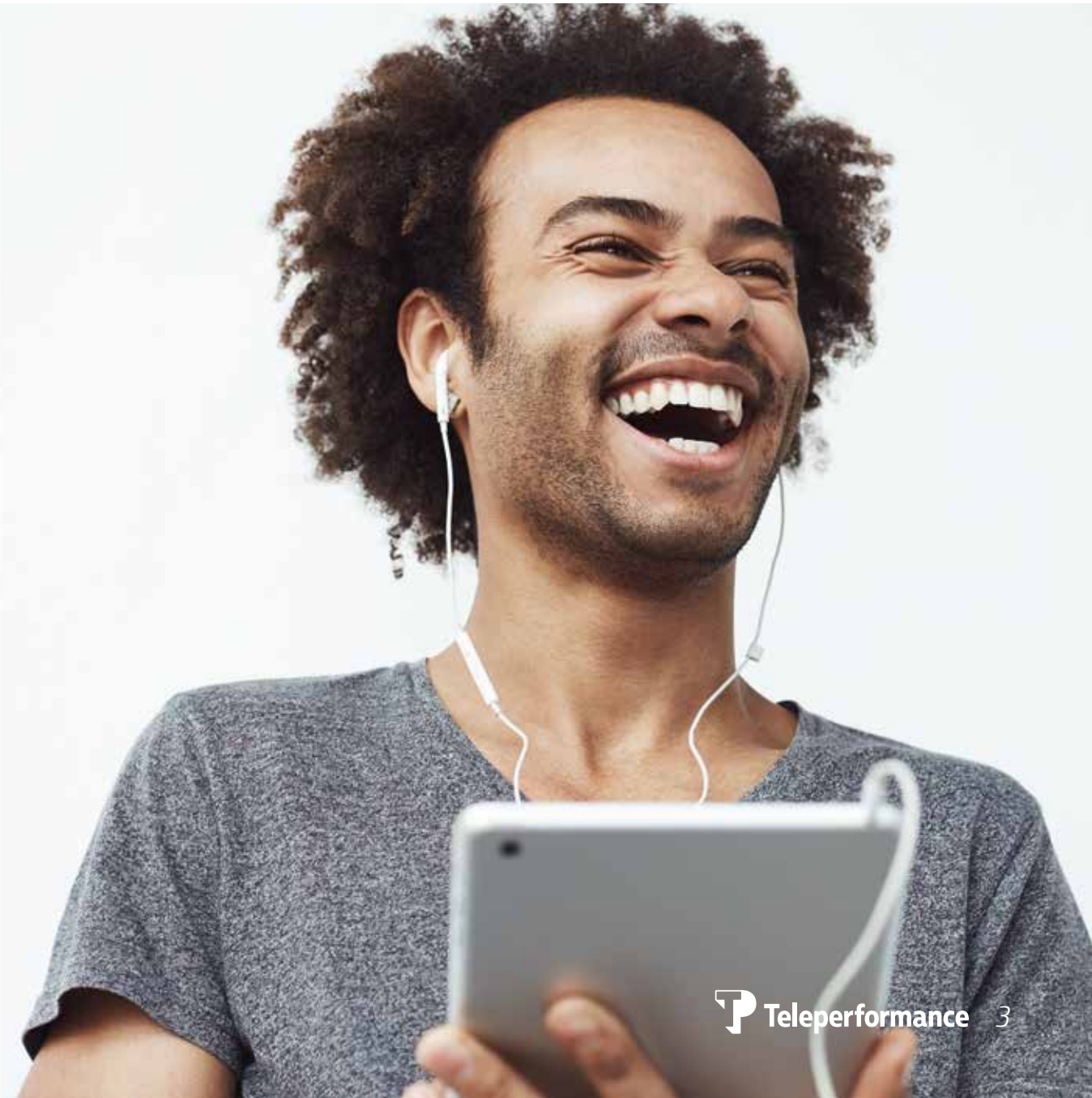
The Challenge

Rapid adoption of mobile apps by consumers has led to the meteoric rise of the sharing economy, and in turn sharing economy businesses. To scale successfully, these companies need partners that can help them grow in an extremely fast-paced environment. The client's exponential growth and global expansion presented significant challenges for recruiting and training, as well as consistency in operations across all locations.

Solutions

The client selected Teleperformance for its ability to recruit and train, and therefore its capability to ramp quickly and efficiently. Teleperformance's large global footprint and Tiger Team network also provided location options complementary to the client's plans for expansion.

The engagement began in May 2015 in Colombia, with additional engagements live in multiple locations by June and July. Over the next year, Teleperformance helped the client ramp from 0 to 9,019 FTEs within seven countries, with the largest ramps in Colombia, Brazil and India. Within this same time period, the client's presence in cities across the globe grew by 564%.



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Multichannel Support

Teleperformance provides support for the client's consumers and contractors in the e-mail and voice channels. Support services include:

- B2B sales
- Customer care
- Account management
- Billing and payments
- Back-office support
- Technical support

Multilingual Support

Services are provided in Bahasa, English, Hindi, Mandarin, Nordic languages, Portuguese, Russian and Spanish.

Global Footprint

The client chose Teleperformance in order to leverage its sites around the world where other contact center providers do not have a presence, thus mitigating risks for the client to have to rely on smaller providers. As new sites were launched, a Tiger Team approach enabled a fortified level of operational support and execution consistency. This also leveraged best practices to ensure quick, efficient and effective operations across all locations.

Teleperformance CX Lab

The Teleperformance CX Lab combines different research and methodologies in order to generate a holistic view of customer experience (CX). It provides companies with insights, trends and best practices, as well as data on customers' perceptions of brands.

Teleperformance Operational Performance and Standards (TOPS)

Teleperformance implemented its TOPS processes, which is a collection of best practices for operation management. This proven methodology provides a consistent quality and performance management process for the client's contact centers worldwide.

Teleperformance Contact Center Management System (CCMS)

This proprietary tool integrates data from multiple sources across the client's site locations into a single web-based system for a comprehensive view of real-time performance at every level. It allows for fast and consistent communications and optimal knowledge management.

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Results

- **Global Expansion Success**

  Facilitated the client's expansion into new cities and countries over a 13-month period, resulting in a 564% growth in its market presence worldwide.

- **Quick Ramping**

  Ramping capability was key in helping the client expand its operations quickly in just over a year—from 0 to 9,019 FTEs.

- **Increased Efficiency**

  Teleperformance developed a global dashboard that provides the client a 360-degree view of KPI performance across all contact centers within seven countries, which helps with standardization, reporting and improving efficiency.

- **KPI Achievement**

  Teleperformance India is one of the countries with the longest-running operations for the client. Over a 12-month period, the team improved performance in the following KPIs: 91% Quality Assurance, 99% Back-Office Accuracy, 93% Customer Satisfaction.

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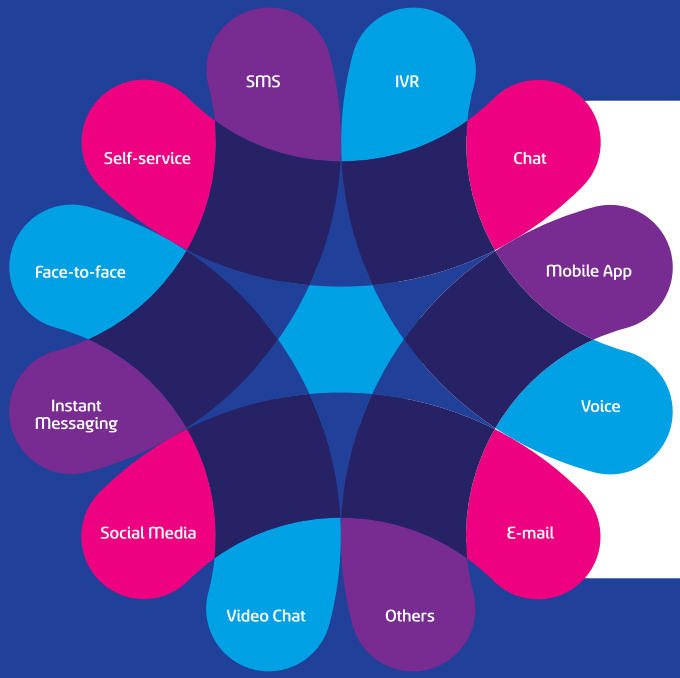

About Teleperformance

Worldwide Leader in Omnichannel Customer Experience

We are the worldwide leader in outsourced omnichannel customer experience management. Teleperformance connects the biggest and most respected brands on the planet with their customers by providing customer care, technical support, customer acquisition, digital solutions, analytics, back-office and other specialized services to ensure consistently positive customer interactions.

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