

B2B Sales & Customer Care | New Economy Media & Entertainment

*Leveraging
Teleperformance
Multilingual Hub
to Improve Sales and
Support for B2B Customers*



Overview

The client is a major online social networking service provider that connects people with friends and others who work, study and live around them. The company has millions of people worldwide who use its service every day.

Industry

New Economy Media & Entertainment

Geography

Service delivery to multiple countries via one location in Portugal:

Denmark, Finland, France, Germany, Italy, Netherlands, Norway, Poland, Spain, Sweden, Turkey, United Kingdom, and several countries in the Middle East and Africa

Solutions

- Sales, customer care, account management, billing and payments, technical support
- Voice (inbound and outbound), e-mail, e-mail to phone, chat, click-to-call channels
- Teleperformance Multilingual Hub provides service in 13 languages

Results

- Generated **over \$1.3B USD** of revenue from 2016–2018
- Consistently achieved **90%** Customer Satisfaction (CSAT)
- Consistently attained **87%** Resolution Rate (RR) target on e-mail and e-mail to phone channels
- Productivity: **40% increase** in cases handled during ramp-up phase for customer service team



The Challenge

The client's advertising products are numerous and ever-changing to meet the specific needs of customers from a wide range of industry verticals, with objectives that might include:

- Building brand awareness
- Increasing online or in-store sales
- Opening up new markets
- Promoting an app

Limited to e-mail support only, provided by an incumbent outsourced service provider, the client sought an alternative to move beyond mere support and attract new advertisers through **targeted activation outreach programs**.

Client's Goals

- Revenue growth
- Pre- and post-sales support in multiple languages
- To provide all its advertisers with excellent levels of support to improve their advertising experience and customer satisfaction

The Solution

The client selected Teleperformance as part of an initial two-vendor strategy. Teleperformance partners with the client's SMB team to:

- Connect small- and medium-sized businesses with their customers via the client's online platforms
- Help the number of customers grow through the client's diverse range of advertising products and solutions.

The engagement began in 2015 with a team of 15 agents at Teleperformance's Multilingual Euro Hub site in Lisbon, Portugal.

The team's role: To generate leads and pass them to the client's other vendor team in Dublin, for conversion. Teleperformance successfully demonstrated its expertise and value during the launch, which led the client to assigning Teleperformance the target of converting leads during initial contact with SMB advertisers.

Teleperformance agents work as marketing account managers in the voice (outbound) and e-mail channels. Based on the strength of its multilingual proposition and team performance in Lisbon, Teleperformance has outshined the client's other vendor partner in sales growth and was consequently **awarded a new line of business for Customer Service in the e-mail and e-mail to phone channels.**

The Solution

Small Medium Business EMEA (SMB EMEA)

Marketing Account Managers Program

- Marketing account managers in the voice (outbound) and e-mail channels.
- Service relates to B2B sales and account management of SMB advertisers.
- Marketing account managers proactively contact advertising customers.
- Goal: To increase advertising spend on the client and other client-owned platforms.

Small Medium Business EMEA Services (SMB EMEA)

Customer Service Program

- Marketing Account Managers Program success led to new business: End-user and customer care support services via inbound voice, e-mail, chat and click-to-call to improve customer service and satisfaction.
- Services provided Europe, the Middle East and Africa.
- Support services: Account information, billing and payments, technical support, and customer service.

“Huge well done, results are amazing at this early stage of ramp-up, incredible results! You have the right people in the right roles with the right focus. We love the teamwork and spirit of collaboration we have together.”

— SMB Regional Director EMEA



Key Results and Benefits



Sales Success

Marketing Account Managers Program: Key metric is Revenue Booked vs. Goal on a market-by-market basis and Engagement Rates. Revenue generated from 2016 to 2018: \$1.3B USD, with pre- and post-sales support provided in 13 languages.



Resolution Rate Achievement

Customer Service Program: Key metric is Resolution Rate (RR) and Teleperformance achieved 87%, exceeding the client's RR target on both e-mail and e-mail to phone channels.



Increased Productivity

40% increase in cases handled during ramp-up phase with the Customer Service team.



Customer Satisfaction & New Capabilities

Teleperformance has helped the client achieve 90% CSAT and the following capabilities:

- Quality monitoring and reporting to improve agent performance
- Real-time monitoring and operational visibility to help drive customer satisfaction
- Expansion of client's support channels from e-mail to include chat and voice



Consolidation

Teleperformance is providing greater scale, sustainability and speed to market from one single location.





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