

TELECOMMUNICATIONS COMPANY OPTIMIZES CUSTOMER SERVICE

LOW-COST OFFSHORING ENSURES SIMPLER PROCESSES AND PROVIDES CAPACITY FOR MORE COMPLEX TASKS



«For us, a crucial goal was to ensure sustainable quality improvements in customer service without driving up costs unnecessarily. Thanks to the offshoring offer and automation by Swiss Post Solutions, we have achieved this exactly.»

– Director Finance and Controlling, Telecommunications Company

In the highly competitive telecommunications market, three factors are crucial: efficient networks, low prices and the best customer service possible. Those who do not meet these factors lose market share. In order to not only maintain, but also expand its position, an international provider needs to focus on expanding its customer service within the framework of digital transformation. To also ensure costs did not increase excessively, it was decided to optimize simple activities through automation and offshore outsourcing together with Swiss Post Solutions. This means the company's own employees have considerably more time for complex enquiries and customer specific solutions.

With roughly 34 million customers, the number of daily customer contacts is enormous. By telephone, letter or e-mail, on-line chat on the website or in social media: enquiries are received on all channels and the customer expects the fastest possible response. Nothing is more frustrating than

listening for minutes on the phone to the message: "Our staff are currently busy, please hold and we will connect you as soon as possible."

While simple requests for SIM cards or tariffs can be dealt with quickly, the installation of an app on a mobile phone requires not only time, but also the necessary expertise. The company realized that to improve service levels and support customers faster and more efficiently, the service department/sector had to be reorganized.



Faster

processing of complex customer inquiries

Customer profile

The internationally successful mobile provider offers fixed network, Internet and mobile communications from a single source. In addition to comprehensive mobile communications services, which are marketed under various well-known brands, fixed-network and DSL services are also available to consumers and business customers. The company's goal is to become the leading international digital telecommunications company in the industry.

Learn more about our solutions:



SPS 
Swiss Post Solutions

Secure offshoring

SPS in Vietnam has successfully established itself as a partner for executing simple business processes in the back office area since 2015. The evaluation of IT security has been very satisfactory. Thanks to building security with access control, its own premises, fingerprint scanning and dedicated employees, all requirements including strict German data protection regulations are consistently adhered to in Vietnam.



Offshoring

with secure compliance with all German regulations, specifications and laws

Simple work processes were outsourced to SPS Vietnam and have been handled to the satisfaction of both the telecommunications provider and its customers.

Systematic offshoring

Further measures were required for the reorganization of customer service and so a 'due diligence' analysis was carried out. SPS' employees together with the customer's employees evaluated which non-verbal processes were suitable for offshore outsourcing. The success of outsourcing depends on careful advance analysis, especially when it is handed over to an international partner, where time differences and language barriers can be an obstacle.

149 processes were evaluated. Whether notices of termination, changes in address and bank details, deaths or marriages, requests for invoices, information on SIM or PIN numbers – everything received by letter or e-mail came under scrutiny. Could the process be relocated at all, and if so, how much effort would be needed? Whenever more extensive technical expertise was required or the process had a high decision-making rate, outsourcing was out of the question. At the same time, the automation potential using software robots was evaluated.

Swiss Post Solutions

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Successive offshoring

After completion of the due diligence phase, the telecommunications company began implementing the automation projects – at the same time SPS was commissioned to do the step-by-step takeover and outsourcing to Vietnam.



Increasing

capacities without significant additional costs

It is possible to take over the activities in Vietnam at little expense due to the low cost of human resources. The implementation is carried out in several phases. Phase 1 has been finalized, and initial results confirm the decision was correct.

Incoming mail is scanned and sent to SPS, like it's an e-mail inbox. The dedicated local SPS team speaks German. Each team member masters between 500 and 1,000 words with a focus on their area of work. In addition, there are team leaders who have studied in Germany and support the team members in case of problems. As they work directly in the customer's system, system managers with expert software skills were established as technical contact persons.

Successful offshoring

For the end customer, offshoring means an increase in quality. Thanks to the stable offshore solution provided by SPS, more employees in Germany are available to answer



Better

customer service and therefore higher customer satisfaction

complex questions quickly and individually. The queuing times have already been shortened. Once the offshoring project is complete, the quality improvement in customer service will be even greater.

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