

## Cost Savings post Transition through optimized service delivery



### The business challenge

Client a leading Telecom operator in East Africa, was facing issues of accessibility to contact center with huge call choking, poor IVR resolution and Service Levels. Leading to high cost & poor quality/ NPS scores.

### The Solution

The client outsourced the Call Center operation to iSON. However the CCT technology & IVR operations were retained by them. Connected their IVR vendor with us to make changes in IVR & improve performance.

### What We Did

- iSON provided inputs on IVR Menu and Sub Menu self service options post takeover leading to increase in IVR resolution and significant reduction in CPC level.
  - We improved the Answer level and FCR % which led to reduction in Repeat Calls and improved customer experience.
  - Introduction of WFM tool, login compliance, Real Time Monitoring, NVA reductions, led to AHT/Productivity being positively impacted.
  - Changes made in call handling process leading to Enhanced Process Efficiency
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RESULTS – PRE AND POST TRANSITION TO ISON

| Major Telecom Client            | Pre Takeover | Post Month 6 | Post Month 36 |
|---------------------------------|--------------|--------------|---------------|
| Subscriber Base                 | 11,211,237   | 11,435,462   | 15,591,430    |
| Calls On IVR                    | 7,636,174    | 7,718,879    | 6,654,512     |
| CPC (Calls Per Customer) at IVR | 0.68         | 0.67         | 0.43          |
| IVR Resolution                  | 58%          | 77%          | 84%           |
| Calls Offered                   | 3,232,802    | 1,756,725    | 1,053,214     |
| CPC (Calls Per Customer)        | 0.29         | 0.15         | 0.07          |
| Calls Answered                  | 2,578,953    | 1,682,281    | 1,011,721     |
| Abandon %age                    | 20%          | 4%           | 4%            |
| Service Level                   | 38%          | 76%          | 80%           |
| AHT                             | 133          | 125          | 123           |
| Agent Utilization%              | 51%          | 72%          | 83%           |
| Manpower                        | 683          | 618          | 370           |

**Achieved  
75%**  
cost savings through  
reduced CPC & AHT,  
higher agent utilization  
and reduced manpower  
with improved  
quality score & NPS



Contact us to discover how we can achieve similar results for your organisation: [Sourin.Buragohain@isonxperiences.com](mailto:Sourin.Buragohain@isonxperiences.com)