

From 48 Hours to 3 Hours:

How We Solved a Client's Customer Service Crisis



Client Overview

Based in the UK, this multi-platform service simplifies the process of comparing and booking ferry crossings. It offers the widest selection of ferry tickets to ports across Europe, Africa, and many other global destinations, partnering with all major ferry companies.



Situation Analysis/ Background

- Client was looking for quality customer service
- Client needed Multi-Lingual language servicing
- The client was looking for seasonal demand which led to a cost-effective servicing model

Key Challenges



High turn around time for virtual assistant ~48 hours



High live chat turnaround time of ~5 hours



Extremely high cost per seat



Foreign languages was not readily available



Inability to ramp up and down during peak seasons

Solution Provided

Offshore Contact Centre & Back Office Support Infrastructure

Quality Assurance Management

Staff and operational Workflow assessments & advisory services

Bespoke Business Continuity with full BCM Implementation Plan to assist companies requiring contact centre facilities in the event of their environment becoming unfit for business operations and to ensure business continuity

Our Process Flow:

- The customer service function was outsourced to us through an inbound and outbound contact centre and back office administration services function.
- We ensured that all training was performed using the 'train-the-trainer' concept to the contact centre consultants and the training departments.
- Provided all services platforms and technological application tools required to execute the services as per the Client Agreement.
- Provided telephony capabilities from which to initiate and/or receive all telephone calls for the services required.

Results Achieved



6x improvement in Turn Around Time for virtual assistance from 48 to 3 hours



~7x improvement in Turn Around Time for live chat from 5 hours to 20 minutes (Delivered industry benchmark of 70 – 80% CSAT scores as a result)



A 33% reduction in Total Cost of Ownership



Leveraged impact sourcing to meet seasonal demand of the sector



Scaled up capacity to serve European languages: French, Italian, German and Dutch aside English



Ensured 100% or 24/7 servicing coverage as part of our solution



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