

# HCL BPO's solution increased first call resolution and customer satisfaction

## Case Study

### The Client

The Client is a leading player in the anti-virus software market with a consumer base of 100 million and market capitalization of US\$ 4.9 billion.

### Business Need

The Client sought a comprehensive and cost-effective solution to provide its end-users with a viable alternative to phone support. The Client also needed to improve quality, customer satisfaction & operational efficiency.

### HCL's Solution

HCL provided problem simulation and troubleshooting support through voice, email and chat. The voice-based support was offered to the gold & premium customers on an 18x7 basis for virus and spy ware issues like infection, detection and removal. The chat and email based support was offered for anti-virus products for Installation / configuration and usage related issues.

### Results

**Trend Report:** A trend report was created on a daily basis where all records of product enhancements are maintained and recurring issues are constantly tracked. The trend report is then sent to the Client for feedback and further improvement.

**Database and simulation for new products** is maintained where all resolutions including troubleshooting is stored in the knowledgebase and shared with the Client.

**Escalation Callbacks:** HCL ensured follow-up calls to irate and unhappy customers.

**Special Incentive Schemes:** During times of uncertain spikes like virus outbreak HCL provided more man-hours by introducing the Special Incentive Schemes.

**Cafe de Client:** HCL set up a dedicated lab with supported OS and products for research and training purposes.