

HCL BPO's solution substantially increased customer satisfaction thereby reducing call volumes

Case Study

The Client

The Client is UK's largest Broadband Service Provider. With a global reach in the business market, the client has around 4 million consumers.

Business Need

The Client sought to improve its support to customers. Also, in order to reduce process costs, the Client needed to centralize its broadband support services which were run from various call centers.

HCL's Solution

HCL offered support through voice (inbound and outbound), email and chat to address the business needs of the customers. HCL handled general enquiries, technical complaints and escalations, while also maintaining the customer database. HCL provided product/program related services such as line upgrades, repairs, distribution of hot fixes, event registration and customer correspondence.

Results

The support provided by HCL helped the Client in reducing call volumes leading to year-on-year cost saving. HCL services also ensured higher first call resolution and valuable product feedback.