

HCL BPO ensured the client achieve consistent quality scores > 99%

Case Study

The Client

A Fortune 500 company with 1300 stores worldwide, the client is one of the largest sellers of office products in the world, with a revenue of \$15 billion and 52,000 employees worldwide.

Business Need

The client needed to enhance efficiency and accuracy of the process, while reducing operating costs and turn-around-time. The client had a clear and pressing objective: improve customer service.

HCL's Solution

HCL BPO's multi-faceted solution addressed email, warehousing & logistics, order management and customer support.

The email support handled 180,000 queries in a year. It involved analyzing and responding to customer emails regarding product, price, returns and exchanges, rebates, catalogue requests, order issues etc.

The HCL solution specifically addressed warehousing and logistics. The process involved updating the customer backend system, and informing the customer in case of a delay through the Delivery Exceptions handling desk. The service desk supported items that are directly purchased from the vendor. The channel of support which involved liaising with vendors, customers, carriers and merchants, leveraged multiple channels such as voice, email, fax. Typical issues like returns cancellation, order status/ETA, reconciling orders etc were effectively addressed to handle a volume of 150,000 transactions in a year.

Customer support, both inbound and outbound comprised of help desk services for US and Canadian customers.

Order management spanned processing customer orders across segments, be it direct, business, enterprise or national accounts, and across all four time zones.

Results

HCL ensured that the client consistently achieved quality scores greater than 99%. An inhouse queue management tool was developed, thereby ensuring process improvement. Turn-around-time is met on all days with 100% cross trained resources across the process. One of the end results was the creation of a standard manual for large MNCs and corporate accounts on specific client requirements.