

## HCL BPO's expertise improved operational effectiveness and performance

### Client Background

The Client is a leading broadband communications company and the third-largest publicly traded cable operator in the U.S., a Fortune 500 organization, the Client has approximately 16,500 employees in three geographical divisions nationwide and serves more than 5.7 million customers in 29 states. The Client offers a full range of advanced communication services, including video, high-speed Internet, and VoIP. The Client serves more than 700,000 telephone customers nationwide, and is now available to nearly eight million homes.

### Business Need

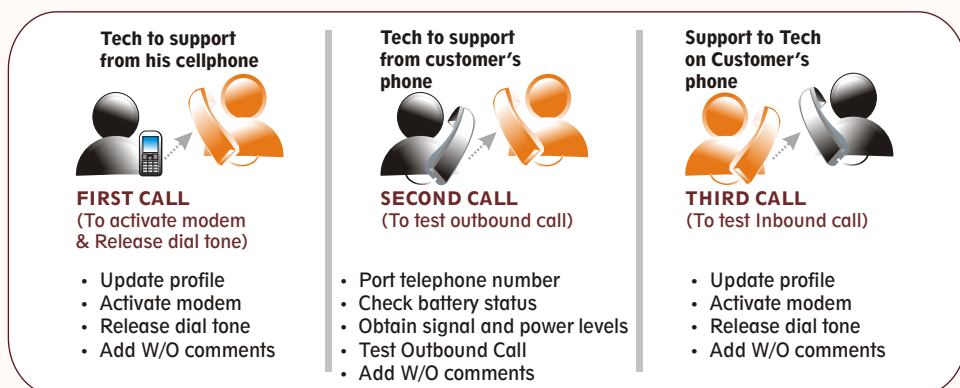
With a huge database of customers nationwide and a vast range of services, the Client was faced with the objective of providing timely services. There were a lot of delays and the quality of work also suffered. The Client was thus faced with the following challenges:

- Timely activation of telephone lines
- Reduced transfer rate
- Quality of work

## Process Description

In order to provide timely services, HCL's offshore delivery model was adopted. This allowed for successful delivery while still bringing superior value to the Client through highly experienced resources.

In this process, while HCL provided both back-end and voice support services remotely, a technician would undertake the work at the customer's place. The installation support team performed multiple tasks in order to install and activate the telephone lines for the customer without delays.



## Benefits to the Client

HCL's expertise and understanding of the Client's needs led to timely activation of the telephone lines and immensely improved the quality of the work. As a result, the Client achieved the following benefits:

- Achieved Average Handling Time < five minutes for 100% of agents within 30 days
- Reduced transfer rate by taking up basic troubleshooting and implementing process changes resulting in additional revenue for the Client
- Participated in User Acceptance Testing for New Applications and provided feedback

## Value-Adds

Apart from addressing the business needs of the Client, HCL also provided certain value-adds to the Client:

- Reduced transfer rate by 3% and increased Clients revenue by USD 800,000 annually
- Reduced AHT by 26% and increased Client's revenue by USD 8,1000 annually
- Increased the 'Completed Calls' rate by 69% which resulted in an annual savings of about USD 320,000 for the Client
- Smooth launch of new applications