

HCL BPO's solution brought about a decrease in turn-around time and reduction in the number of cancelled orders

Case Study

The Client

UK's largest Telecom Service Provider specializing in services like PSTN, Broadband, VOIP and Leased lines. With \$ 40.15 Billion revenue, the company has 106,200 employees, over 20 million customers & around 8 million business clients.

Business Need

The client has a wide geographic spread and a large customer base. Its sales team needed a single-point of contact to have a better follow up on the orders placed. The objective was to reduce the order processing time and number of cancelled orders. But ensuring efficient customer service within the stipulated time proved to be the key challenge.

HCL's Solution

HCL BPO provided a single touch point for the client's sales team and facilitated efficient processing of orders. The blended campaign dealt with the processing and provisioning of customer orders. Upon receiving the customer order from the client sales, HCL BPO's advisor checked order requirements and processed the order. In case of discrepancies, the advisor obtained the clearance from sales for provisioning. After assigning a job number the advisor closed the order and informed the customer about the job number.

The client had various market segments such as residential customers, business direct channels, service provider group, local businesses, enterprise, corporate, wholesale and government channels. HCL BPO has deployed different Order Provisioning helpdesks of varying complexities depending upon the market segments handled.

HCL BPO had instituted a separate 'Jeopardy Management' team for correcting orders that could adversely impact product requirements & provision dates of end-customers..

Results

HCL BPO's solution in providing the single-point contact for both the customer and the sales team reduced the Order Processing time thereby ensured efficient customer service. HCL BPO brought in an additional benefit to the client in the form of 30% reduction in the number of cancelled orders. The order failure rate has been continuously maintained at a low level of less than 5%