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Group

Growing Legacies


firstsource
Stay Ahead



CASE STUDY

UK-based MVNO moves
100% of agents to
Work-at-Home contact
centre model within a week
of the coronavirus lockdown

Firstsource's end-to-end Work-at-Home solution enables the MVNO to hire agents most aligned with its brand and deliver seamless support even during challenging times.

▶ About the client

A UK-based Mobile Virtual Network Operator (MVNO) with nearly £500 million per annum in revenues.

▶ Business challenge

The client, an MVNO, sought to differentiate its customer service by hiring agents who were most aligned with its brand and company values. The client decided that leveraging a work-at-home (WAH) model would help achieve this goal, as it allowed them to recruit from a much wider labour pool across the whole of the UK.

A successful WAH model, however, requires the support of a secure, end-to-end remote solution spanning recruitment, technology deployment, training, scheduling, monitoring and management. The client turned to Firstsource to provide the end-to-end solution – a partnership that has grown over the last six years and continues to strengthen under the challenging conditions posed by the COVID-19 pandemic.

▶ The solution

Firstsource deployed a comprehensive WAH solution spanning the complete agent lifecycle – from recruitment, technology deployment and training to scheduling, monitoring and management. The solution encompassed:

- Online tools for remote recruitment across agent sourcing, assessment and onboarding.
- Easy-to-deploy remote technology comprising compliant cloud-based infrastructure, multi-channel capabilities, BYOD options, remote monitoring and robust reporting.
- Robust security protocols including risk assessment of agents' physical work environment and established WFM policies.

- Remote workforce scheduling, management and operations through online workflows, feedback and coaching sessions – using virtual collaboration platforms such as Zoom Meetings and MS Teams.
- Digitally enabled training around products, processes and compliance supported by in-depth assessment of training needs, train-the-trainer initiatives, and on the job training.
- Virtual employee engagement through online forums, breakout sessions, online learning management, and experiential learning.

The Firstsource team adopted a phased approach to implement the WAH solution for the client.

Phase 1

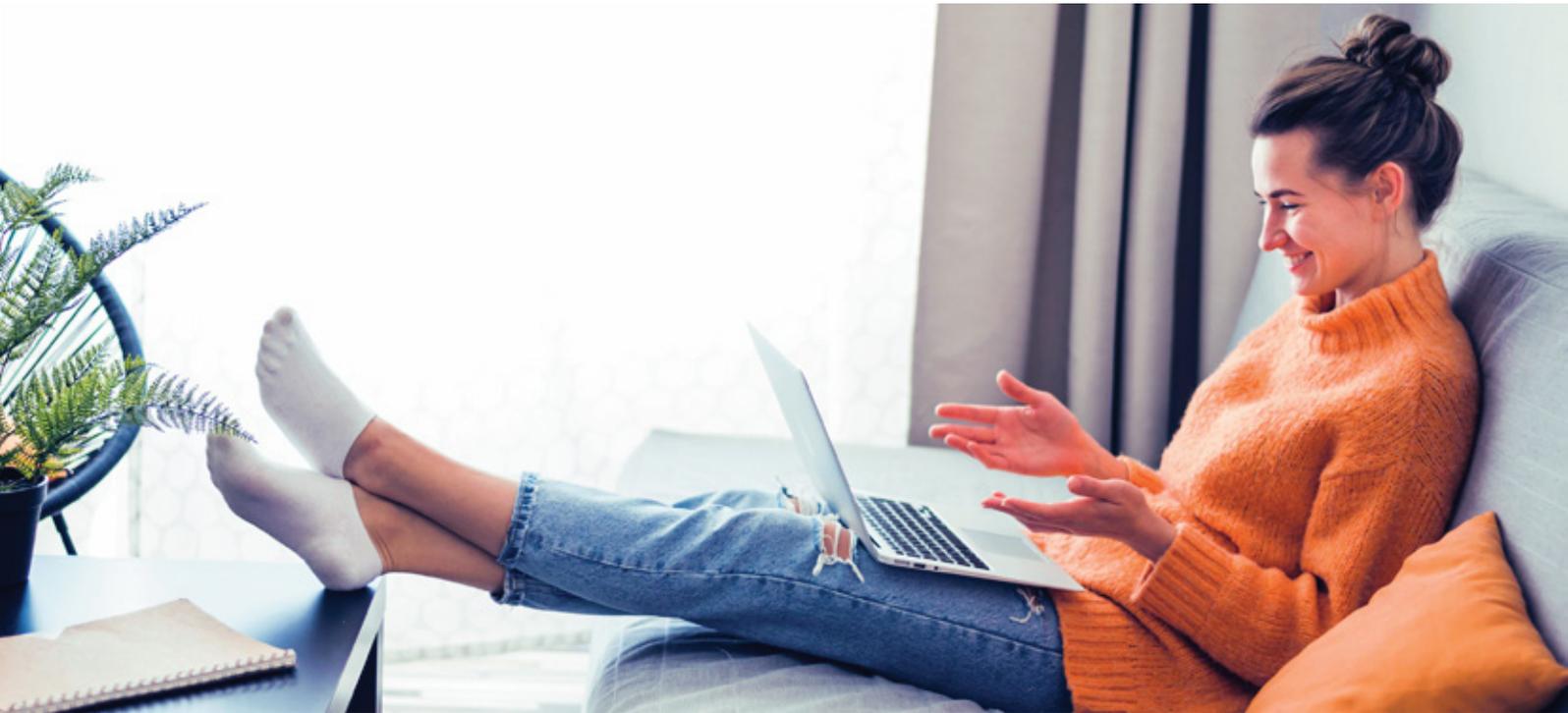
Moved several existing on-site agents to WFH as proof-of-concept.

Phase 2

Recruited new agents that are most aligned with company values, using online recruitment tools that enables pre-defined assessments to be applied to specific roles.

Phase 3

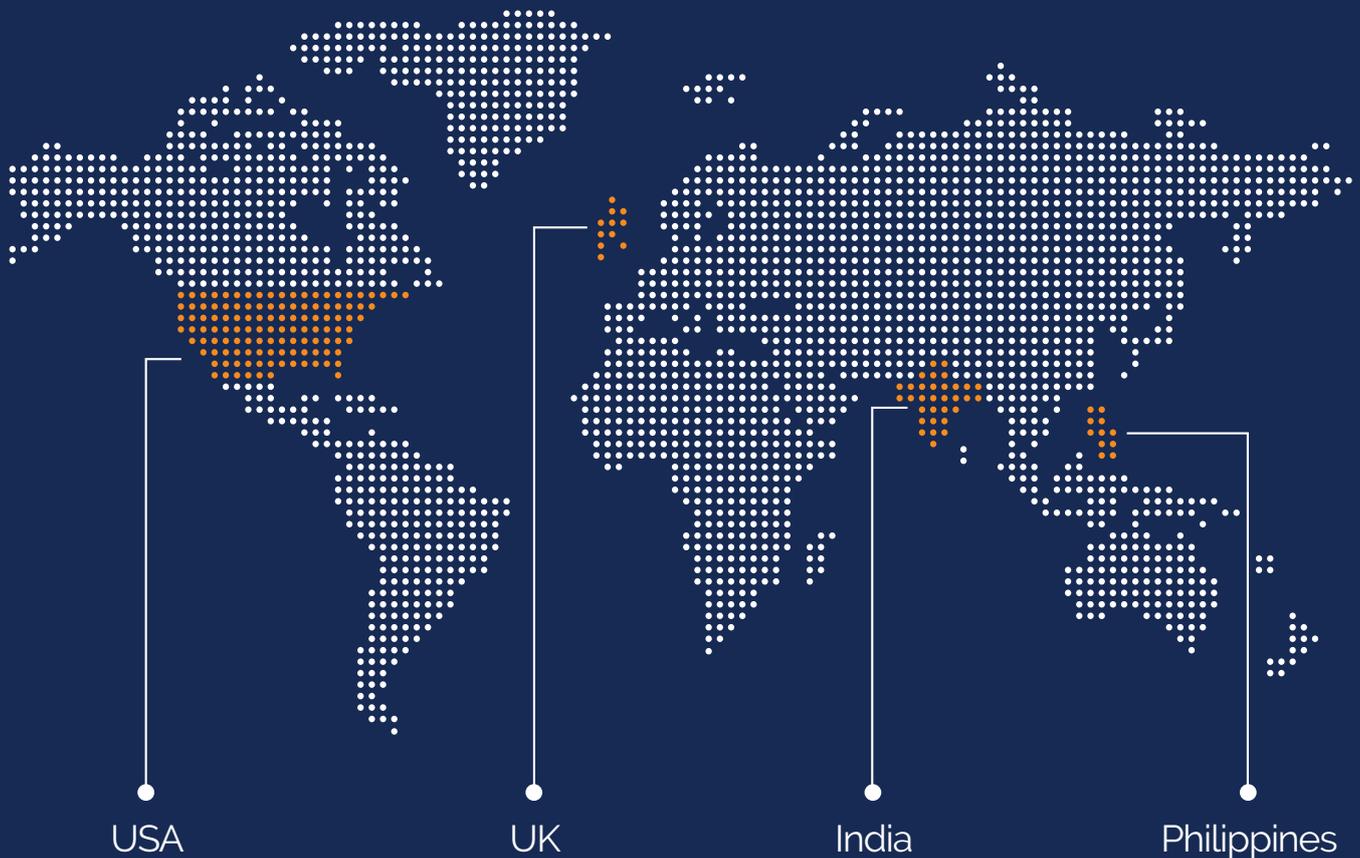
Grew the number of WFH agents as needed to address business requirements while ensuring ongoing training, engagement.



▶ Results

Over the course of its six-year collaboration with Firstsource, the client successfully moved 70% of its agents to the WAH model. Thanks to its strong foundation in the WAH model, the client was also able to quickly transition the remaining 30% of its agents to WAH within a week of the coronavirus lockdown.

- 100% work-from-home.
- Seamless support during challenging times due to greater flexibility in recruitment and split-shift workforce scheduling to match incident profile.
- Work-at-home agent performance at least as good as (and actually marginally better than) in-center agents.
- Higher agent satisfaction due to lifestyle conducive shift assignments.



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We are trusted custodians and long-term partners to 100+ leading brands with presence in the US, UK, Philippines and India. Our 'rightshore' delivery model offers solutions covering the complete customer lifecycle across Healthcare, Telecommunications & Media and Banking, Financial Services & Insurance verticals. Our clientele includes Fortune 500 and FTSE 100 companies.

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