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Group

Growing Legacies


firstsource
Stay Ahead



CASE STUDY

Analytics helps a leading online TV service provider improve complaints handling and boost customer satisfaction

The Firstsource analytics solution helped the company uncover customer insights, apply them to improve their complaints handling process, and increase NPS.

▶ About the client

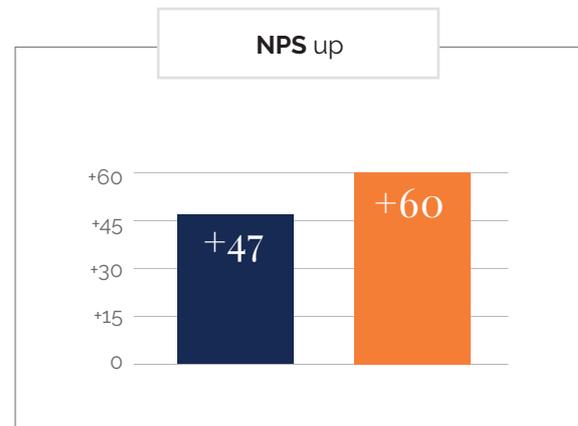
The client is a division of pan-European telecommunications company offering subscription-based internet television and video-on-demand services in the UK, Ireland and Italy.

▶ The challenge

The online TV service provider's call centres handled customer support for its streaming and on-demand content services covering approximately 2.5 million UK and Irish subscribers.

The customer service teams handled customer queries and complaints through web-chat, email, social media and phone. The core problem was that advisers weren't tagging complaints accurately - tagging accuracy was assessed at just 70%. This created compliance risk with Ofcom and also hindered meaningful analysis of customer dissatisfaction, making it difficult to improve customer service.

The provider wanted to gather deeper insights from customer complaints to identify gaps and improve the customer query handling process and overall NPS. Specific goals were to get tagging accuracy above 90% and improve overall NPS from the current +47.





► The solution

The company partnered with Firstsource to analyse customer complaints, and use the insights to improve the complaints handling process and overall customer experience.

The Firstsource solution included voice and text analytics, root cause analysis, creation and deployment of a training programme for agents based on these insights, and assessment and accreditation of agents at the end.

The Firstsource team adopted a phased approach to solution deployment. In the analytics phase, the team deployed First Customer Intelligence (FCI), our proprietary customer intelligence solution, to analyse customer conversations. The tool used natural language processing and sentiment scoring to better understand customer dissatisfaction areas by analysing negative emotions, words and phrases.

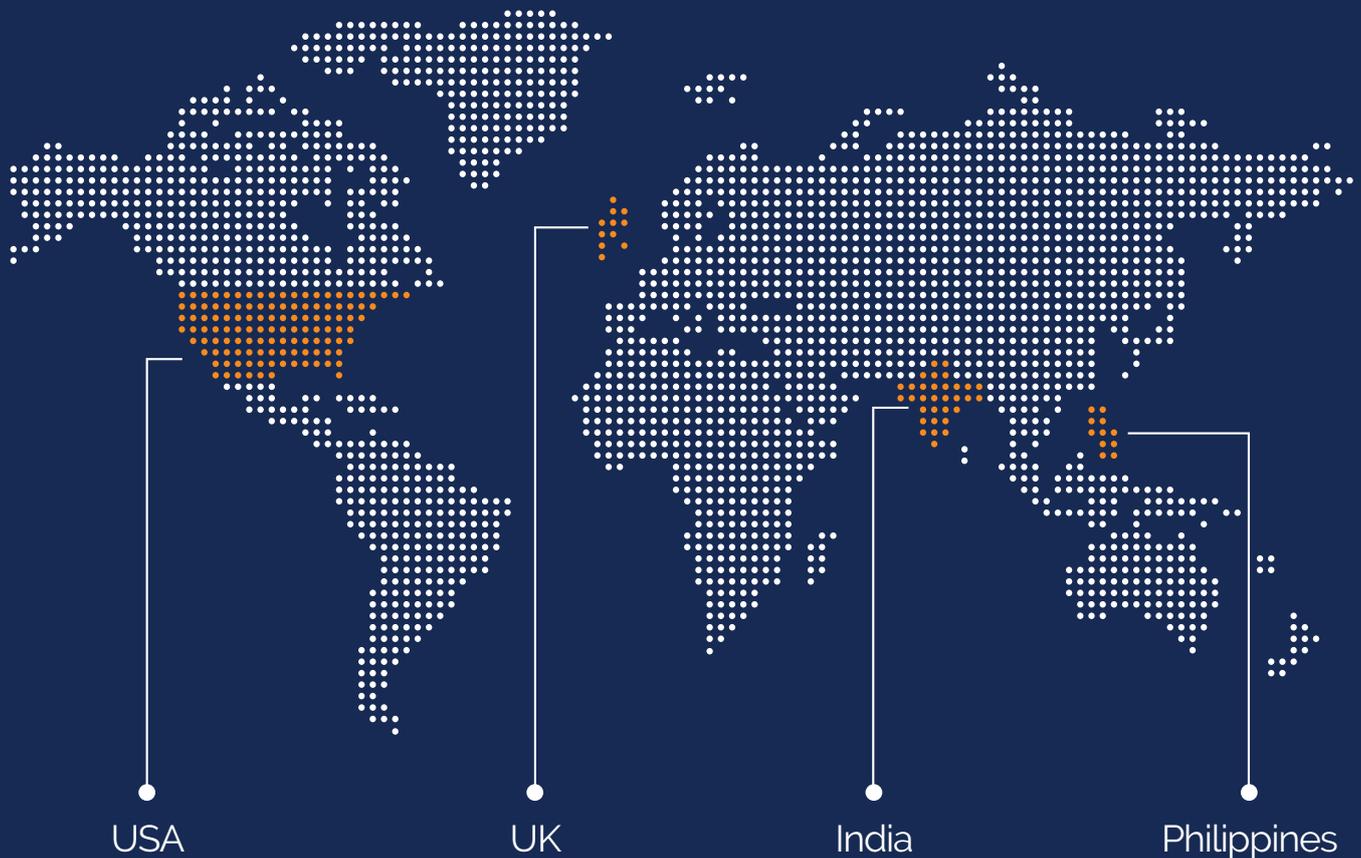
In the next phase, the team analysed data in each category to identify the root cause (e.g. business or adviser

limitation) for customer complaints and inaccurate complaint tagging. The team recommended process improvements to help individual advisers tag complaints more accurately and address specific complaint types more effectively.

Finally, the Firstsource team applied the insights to develop a training programme for advisers, team leaders and call centre managers. Participants had to pass an assessment to show they could accurately recognise nine out of every ten complaints. Those failing the test were required to repeat the training.

► Results

- NPS rose from **+47** to **+60**.
- Complaint tagging accuracy increased from **70%** to **96%**.
- First-time resolution (FTR) rates rose from **81%** to **88%**.



Helping customers stay ahead of the curve through transformational technologies and capabilities

Firstsource Solutions Limited is a leading provider of customised Business Process Management (BPM) services. Firstsource specialises in helping customers stay ahead of the curve through transformational solutions in order to re-imagine business processes and deliver increased efficiency, deeper insights and superior outcomes.

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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