

Stay ahead with happy customers: UK media giant partners with Firstsource for 90% increase in customer satisfaction

Case study

Background

As a leading international family entertainment and media enterprise, our client works across business segments like media networks, studio entertainment, parks and resorts and consumer products and interactive media.

In March 2015, they publicly announced their plan to launch an entertainment streaming app, allowing consumers to purchase digital copies of legacy content to store and view on smart devices.

Business challenge

Our relationship with the client started in December 2014, and had been an exceptionally positive one with strong collaboration from both sides.

The client looked forward to a partner to provide a holistic customer service offering for the UK and improve its low NPS scores. Given the fluctuating market trends, the entertainment streaming app faced the challenge of low NPS scores and sub-scores.

The scores were predominantly low in February/March 2015.

NPS (Net Promoter Score) is calculated by asking customers how likely they were to recommend a service to a friend and if they found the advisor they spoke to friendly, helpful and professional.

The client's main objective was to find a resolution to low NPS scores as quickly as possible and deliver effective customer service in a friendly and helpful manner.

Firstsource solution

> Undertook an operational assessment

of the raw NPS data, then analysed and created an action plan. We understood that previously the client's main focus was on speed of response rather than quality and resolution. This was identified as the main reason for low NPS scores.

> Re-vamped the 'culture' within the team

through a concerted effort to introduce team briefings, training, feedback and coaching sessions.

> Created a new quality monitoring framework

by collaborating with agents and service excellence team leaders. This framework focused on customer service and sought to address the deficiencies we had observed in the NPS data. The agents quickly adapted to the new framework as they had been closely involved in its production.

Business impact

The Firstsource solution delivered measurable business results, specifically around NPS. The significant increase in NPS scores can be attributed to the implementation of the new quality framework.

Our innovative approach to increase NPS scores yielded significant improvements in customer satisfaction in the entertainment streaming service. By engaging with all key stakeholders, we were able to implement and control changes that had a lasting and positive impact.

97%

increase in NPS score
over 4 months

13%

increase in "Friendly
Service" rating in the
first month

>90%

customer satisfaction,
up from circa 75%

"The team at Firstsource were very passionate about increasing NPS scores. Their work in implementing a new quality structure was highly effective and resulted in significant improvements. We were very happy with their focus, innovation and implementation in this area."

- Head of e-Commerce, Customer Experience & Business Operations

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