

Bill Gosling Outsourcing

Customer Experience
Management



Different by Design



*“MAKING LIVES BETTER, ONE
CONNECTION AT A TIME.”*

Meet Bill Gosling Outsourcing. We're a **leading global customer experience and full Omni Channel solutions provider.**

With over 65 years of experience in the industry, we are trusted by dozens of global brands to do the right thing by
being flexible, innovative, and always solutions-oriented.

You have hundreds of options when selecting an outsourcing partner. If you want a collaboration with a company
that **always strives to “raise the bar,”** consider Bill Gosling Outsourcing!

Our Services



Business Process Outsourcing

Omni Channel with broad expertise in CX, Sales, and Collections within all industries.



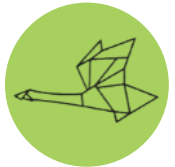
QA services

Specialized quality expertise providing advanced business insights and compliance effectiveness at agent, team, and organization levels.



Professional Services

Providing business insights and consulting services leveraging statistically valid data models and advanced reporting platforms.



Technology Solutions

Bill Gosling's GooseTek™ suite of technology solutions, including CRM, IVR, IVC digital collections, and a variety of additional offerings.

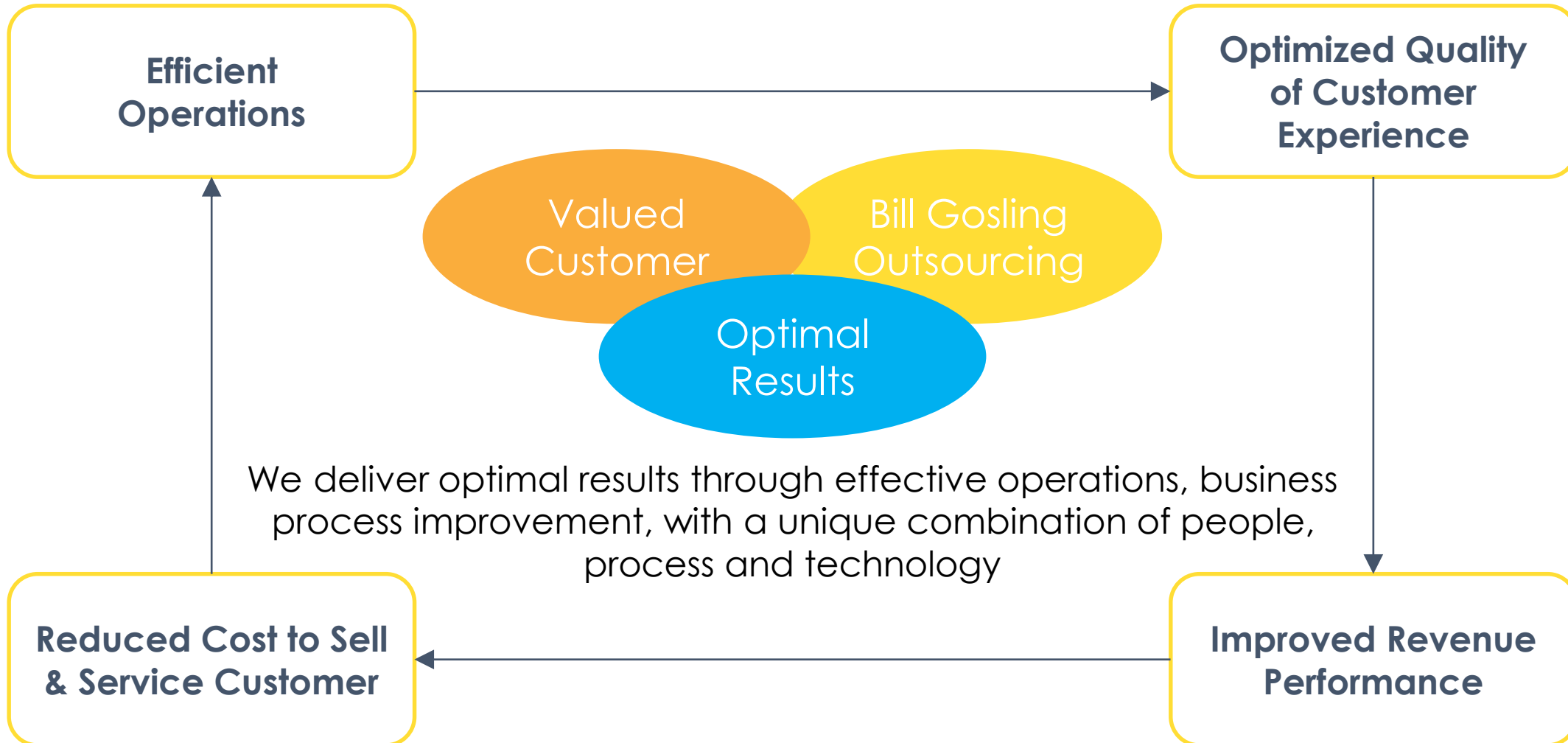


Training

Advanced content creation and facilitation services for all contact center needs.

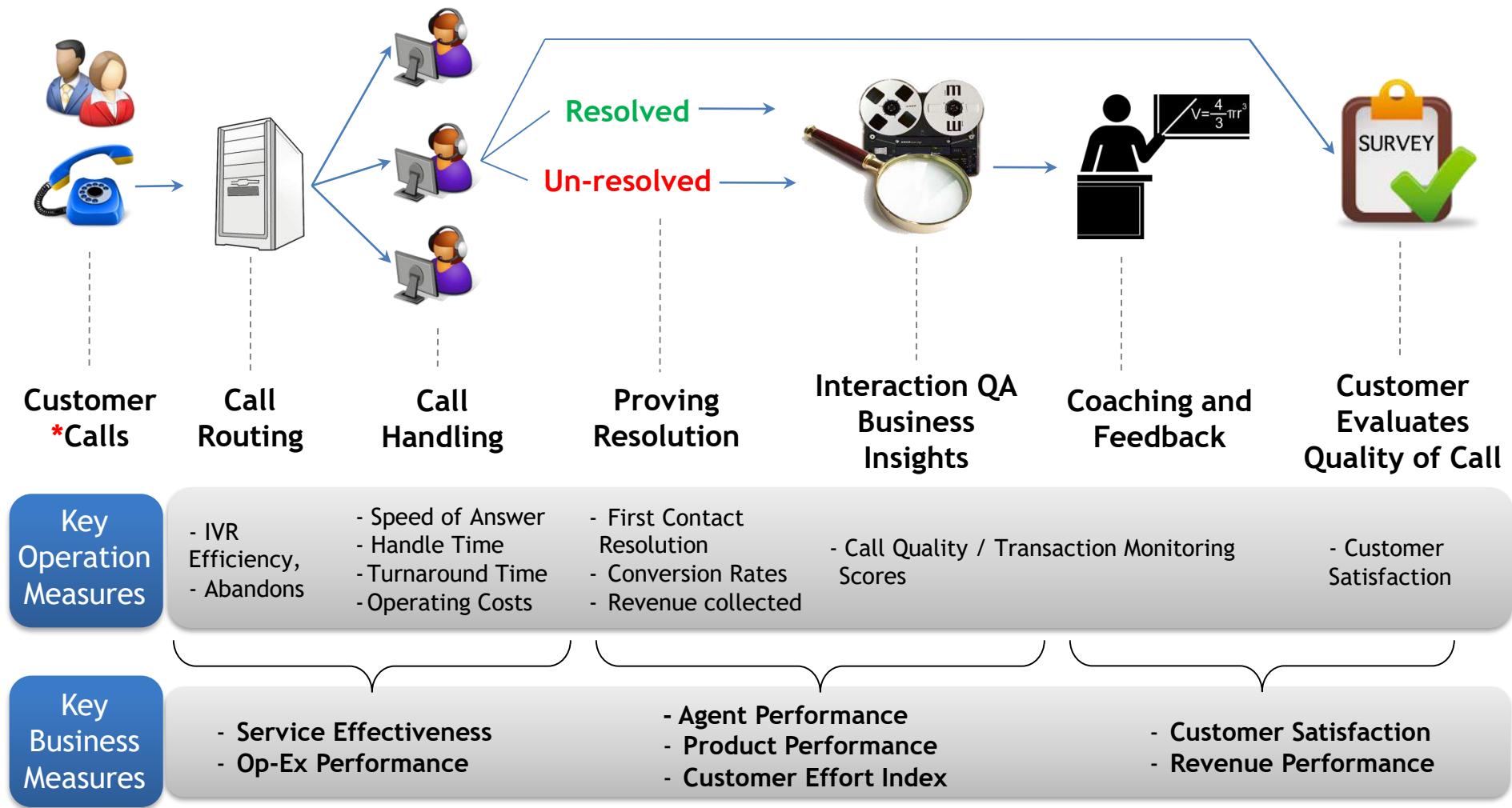


Value Proposition

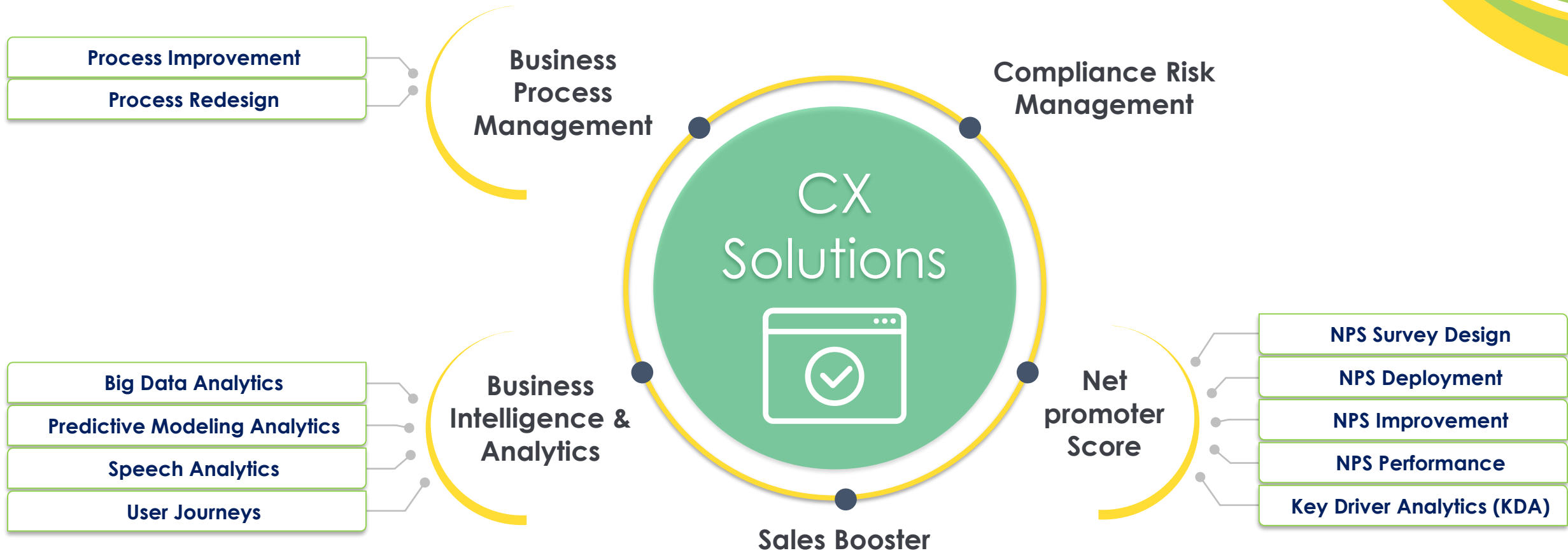


Customer Experience Management

CONTACT CENTER GOVERNANCE



Customer Experience Management SOLUTIONS



NEQQO – Business Insights Solution

NEQQO synergizes deep human expertise, with state-of-the-art speech technology and an advanced reporting and analytics platform. This ensures that your business gains valuable insights into the critical components of service delivery



NEQQO – Use Case 1

Compliance Trends

Company



Collection
One of the largest debt collection agencies in US

Challenges

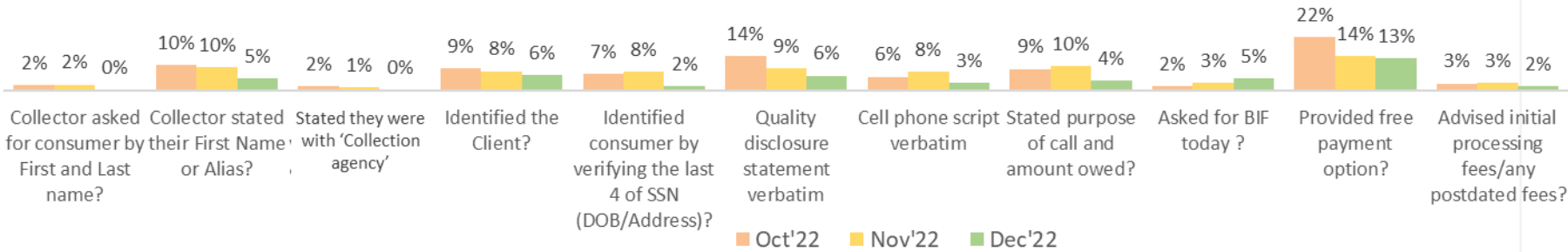
Compliance Management: Ensuring adherence to strict regulatory guidelines during debt collection interaction

Limitation of compliance monitoring as it was limited to a significantly small sample of overall call population

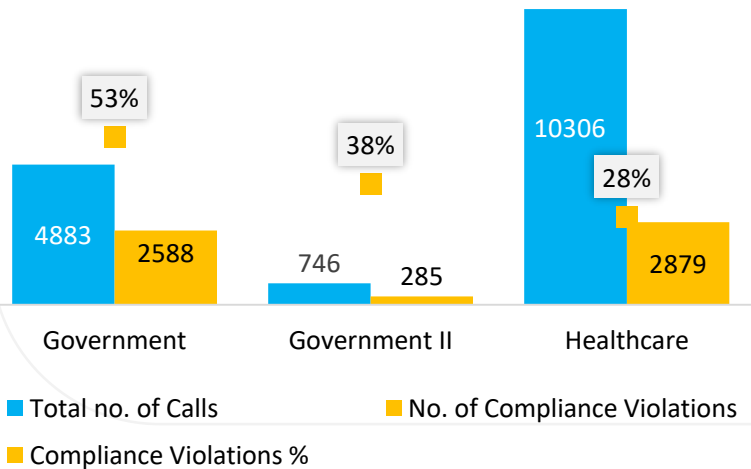
Results

Ability to monitor and mitigate risks of non-compliance by augmenting compliance monitoring to 100% call recordings through SmartSpeech.

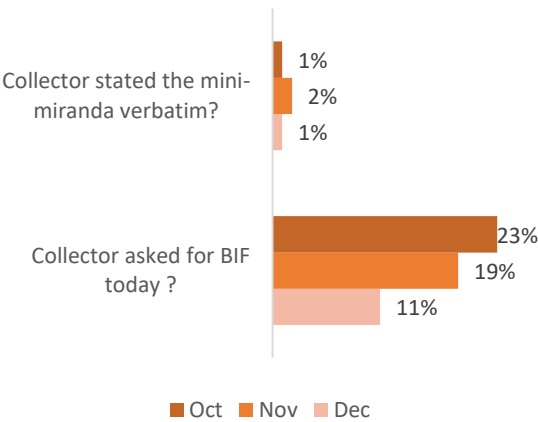
Compliance Violations – Trend Monitoring



Annual Compliance Violations



Compliance Violations – Trend Monitoring



NEQQO – Use Case 2

Securing Payments

Company



Collection

One of the largest debt collection agencies in US

Challenges

Identifying Best Practices: Replicating successful **Negotiation strategies and techniques** observed in transactions where the payments were secured

Results

On 97% calls, payments were secured when agents used strong negotiations vs. 60% when the negotiations were weak or not attempted at all

Negotiation Attributes vs Payment Secured

Negotiation vs Payment | State, County and Bad Debt

Negotiation Attribute Compliance		How close customer could come to the balance	Balance in Full Offered	Offered Part Payment Arrangement	Did collector offer Settlement in full	Probed for additional money sources	Requested postdates	Urgency payment
Strong Negotiations	Bad Debt	100%	82%	97%	94%	47%	99%	92%
	State	100%	100%	NA	NA	NA	100%	100%
	County	100%	100%	NA	NA	100%	100%	100%
Medium Negotiations	Bad Debt	89%	13%	61%	49%	5%	74%	53%
	State	7%	54%	NA	NA	8%	84%	92%
	County	6%	44%	NA	NA	15%	73%	87%
Weak Negotiations	Bad Debt	68%	5%	39%	15%	7%	6%	28%
	State	0%	0%	0%	0%	0%	0%	0%
	County	0%	0%	0%	0%	0%	0%	0%

Negotiations Definitions

Strong	When all required attributes under negotiation are covered by the agent
Medium	When all required attributes under negotiation are covered partially by the agent
Weak	When the agent doesn't negotiate at all even though it was applicable
NA	When the customers mentions that they have paid the account in full

NEQQO – Use Case 3

Customer Escalations

Company



Insurance

An Insurance company headquartered in the US since 1983

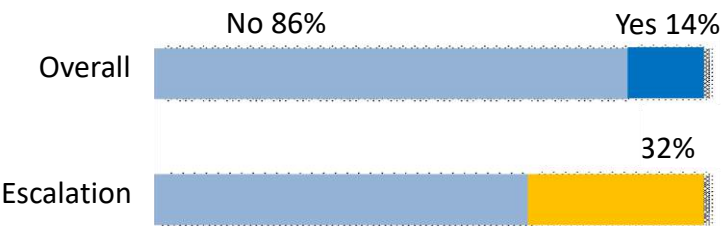
Challenge

Identify reasons of customer dissatisfaction and drill down on potential escalations

Findings

51% of the customers showed frustration on calls, due to no resolution or incorrect information provided by agents, likely leading to potential escalations

Clients Expressed Negative Sentiments



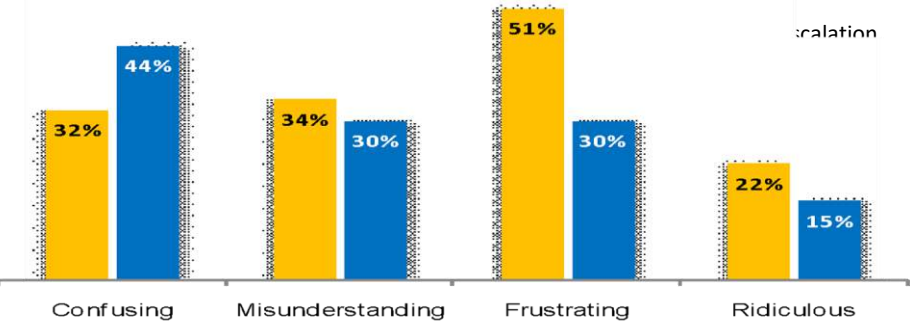
Escalation Indicators - Overall

- Clients confused about claim filing procedure & co-pay percentages
- Confusion about EOB & coverage policies
- Misunderstanding on co-payment & received a bill
- Long time taken by Vendor in providing a list of in network providers

Actual Escalations

- Clients dissatisfied & confused about denied/delayed claim
- Conflicting information about coverage & network providers insurance carriers/Accolade
- Received bill for expected coverage
- Vendor not able to provide any in network provider in vicinity

Negative Experience – Break Down (Queries)



Client frustration over issue resolution and/or misinformation is another leading indicator of a likely escalation

NEQQO – Use Case 4

Customer DSAT

Company



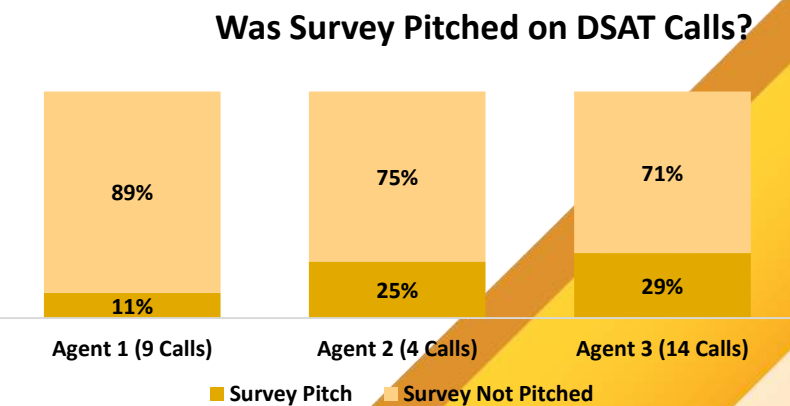
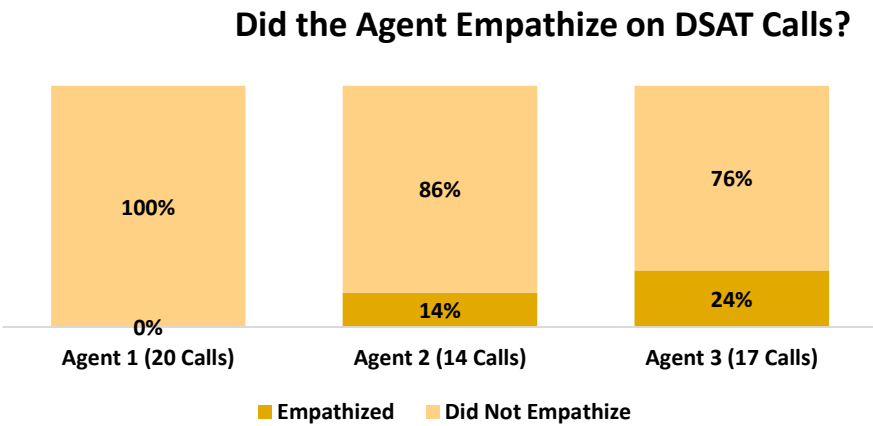
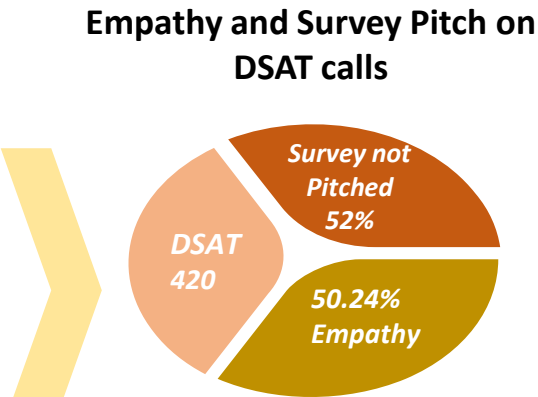
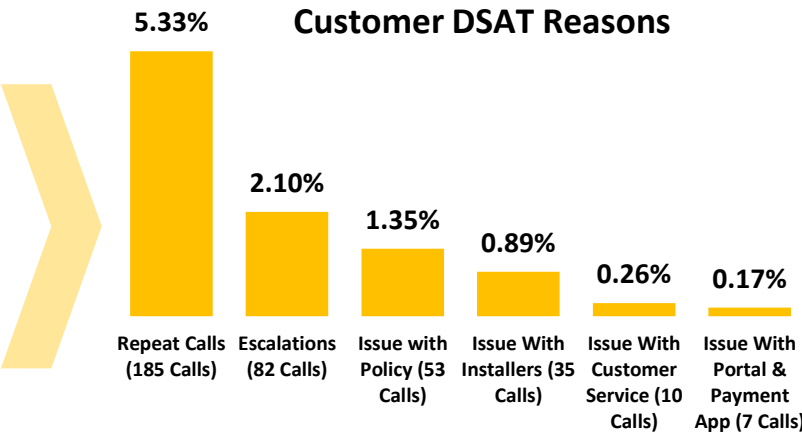
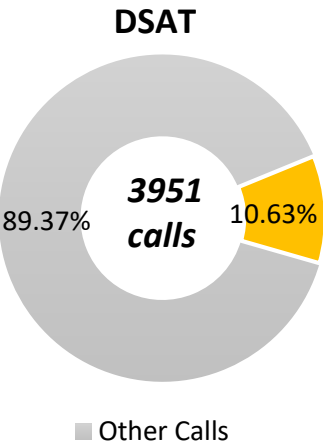
FinTech
Organization leading in Solar Panel and Home Improvement FinTech

Challenges

- Identify the calls where customer experience is impacted and may lead to customer becoming a detractor
- Continuous monitoring of calls with potential dissatisfied customer
- Training need identification for agent improvement

Results

Ability to monitor and identify customer experience impactors on 100% call recordings through speech analytics. Raise daily alerts for the operations team to take prompt actions and recovery.



Survey Analytics

Survey Creation



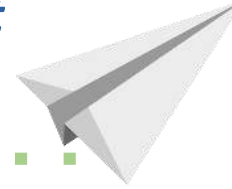
- 1 Surveys creation/ customization as per business requirements and measurement model

Multi-Language Survey Support



- 2 Additional multi-language survey support to gather maximum responses

Collector's Management



- 3 Organizing the email and web collectors to create, manage and track the responses, as per customized meta-fields



- Custom Visualizations
- Dashboards accessible through web/mobile/tab
- Dashboards to cover CSAT/Sales/Quality Compliance, enterprise performance, etc.

Custom Reports

- Excel based report for quick representation of responses data
- Customization of headings as per requirements and quick download access to data



Survey Tool

- 5 Creating custom reports of the survey with the help of internal tools or Power BI model*




Analyzing Results

- 4 Analyzing the responses to monitor trends and immediate focus items

Survey Analytics – Use Case

Company



Fin Tech

India's first full-stack financial solutions company with \$200M revenue in FY2022

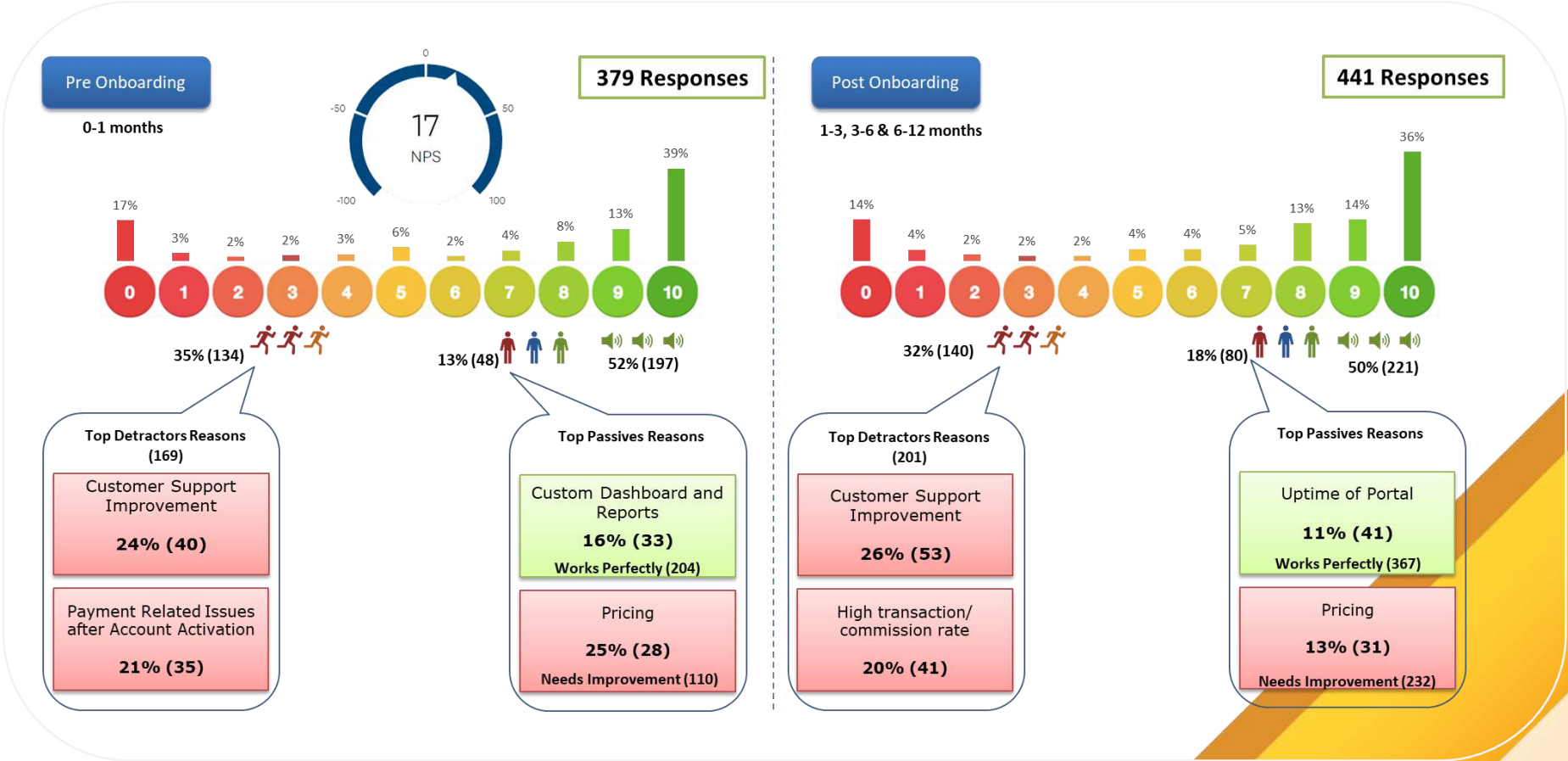
Challenge

- Suggest changes in current NPS survey form
- Send surveys to a sample of merchants through emails
- Gather responses and analyze for insights

Findings

Top Detractor – Customer Support - 25%

Payment & Transaction Rate Issues – Other Top reasons from Detractors 20%



Market Research



Gain a deep understanding of their target market, customers, and industry



Collecting and analyzing data to identify market trends, consumer preferences, competitive landscapes



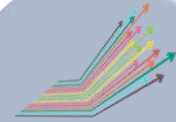
Provide expert guidance and strategic insights to help businesses make informed decisions



Variety of research methods such as interviews, global surveys, focus groups, and online research



Competitive analysis to help businesses understand their position in the market and identify potential threats



Actionable recommendations and strategies based on research findings

Market Research – Use Case

Company



**GLOBAL
OTA**

Leading Global OTA headquartered in Amsterdam

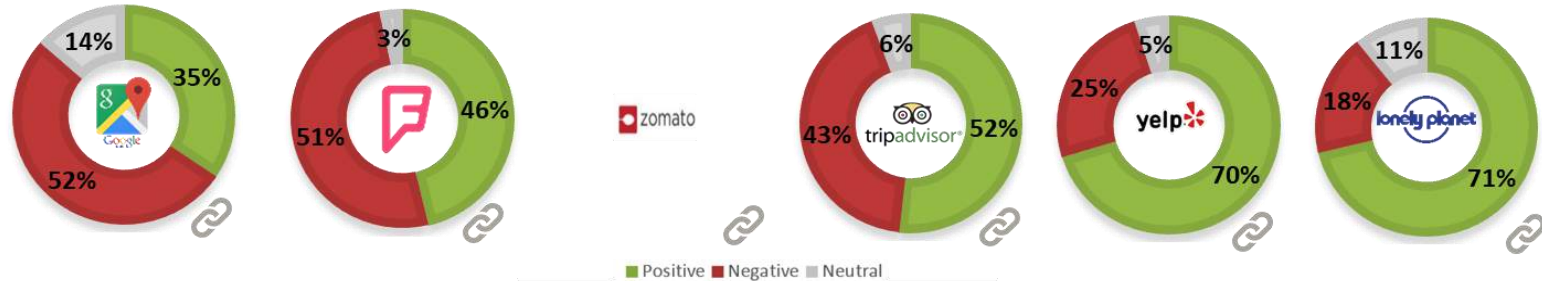
Challenge

Sentiment analysis on leading food recommendation apps and search engines, across North America, Europe, Asia

Findings

- Zomato had highest count of positive reviews around food quality and customer service/staff
- Google Maps had the highest count of negative reviews around user convenience, location/coverage

Sentiment distribution (400 reviews per player)



Distribution of sentiments as per topic

At a category level comparison within each player:

- **Zomato** had highest count of **positive** reviews including comments around 'Food Quality\Reviews', 'Customer Service\Staff' and 'Value for money'
- **Google Maps** had highest count of **negative** reviews including comments around 'User Convenience', 'Location\Coverage' and 'Technology'

Topic Categories	Google Maps			Foursquare City Guide			Zomato			Trip Advisor			Yelp			Lonely Planet		
	Positive	Neutral	Negative	Positive	Neutral	Negative	Positive	Neutral	Negative	Positive	Neutral	Negative	Positive	Neutral	Negative	Positive	Neutral	Negative
User Convenience	19%	5%	14%	36%	4%	5%	14%	7%	4%	6%	1%	7%	40%	3%	3%	45%	7%	3%
Food Quality\Reviews	4%	1%	3%	8%	1%	3%	25%	4%	15%	21%	3%	7%	22%	3%	11%	4%	0%	0%
Location\Coverage	18%	7%	21%	9%	1%	14%	8%	1%	4%	25%	3%	9%	9%	1%	1%	23%	2%	2%
Customer Service\Staff	0%	0%	0%	1%	1%	2%	4%	1%	9%	0%	0%	1%	1%	0%	0%	1%	0%	0%
Value for Money	0%	0%	1%	1%	0%	2%	8%	2%	1%	2%	0%	1%	1%	0%	1%	1%	0%	0%
Technology	24%	19%	37%	16%	3%	33%	23%	10%	24%	11%	7%	25%	23%	4%	11%	27%	13%	14%

User Journey Mapping – Use Case

Company



GLOBAL OTA

Leading Global OTA headquartered in Amsterdam

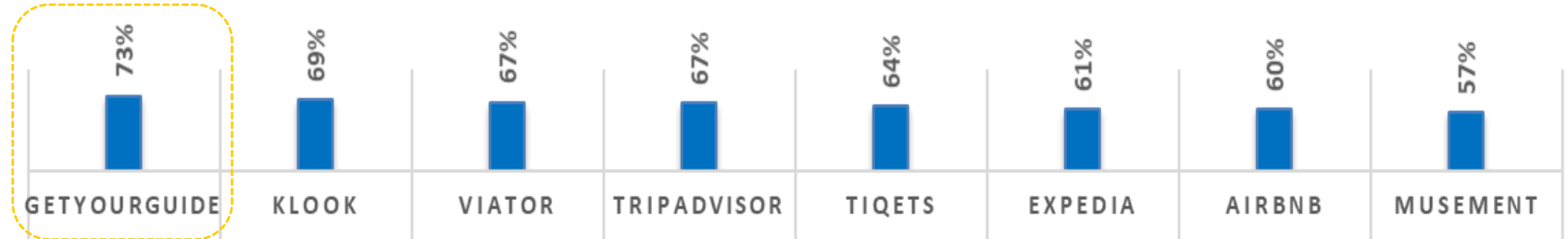
Challenge

Capturing user experience from the entire booking journey on client's attractions section on competitors' booking app and website

Findings

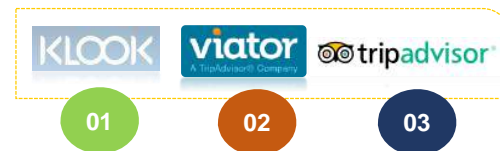
Top opportunities identified were Setting customer expectations using sections like 'Included & Not Included', Transparent and flexible cancellation policies, quality of videos, etc.

Competitor Overall Score



TOP PLAYERS

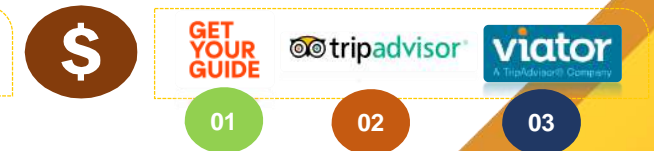
Navigation



Quality of content



Price/Ease of Buying



Customer Support



Ease of navigation	6 attributes
Quality of content	15 attributes
Pricing/Ease of buying	10 attributes
Customer Support	7 attributes



THANK YOU

“Making Lives Better, One Connection at a Time”

CANADA | COSTA RICA | INDIA | PHILIPPINES | TRINIDAD & TOBAGO | UK | US

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