

Quality Assurance & Business Insights

Work Examples

We do the Heavy Lifting!



GLOBAL LANGUAGE SUPPORT

200MM+ Completed Quality Evaluations!

Coverage of all communication channels



ROI and CX Improvement for Current Clientele

\$15^{m+}

27 %

15 %

Cost savings for clients via process improvement projects.

Average increase in Net Promoter Score for clients.

Improvement in customer satisfaction ratings (CSAT) for clients.



REDUCE COSTS – ACTIVATION WAIVERS

Company



Telecommunications

A British telecommunications company, founded in 2007, which provides telephone, television and internet services in the United Kingdom

Challenge

- Activation Fee waivers provided by agents to customers, were increasing month on month leading to revenue loss
- Supervisor approvals for Activation Fee waivers increased drastically which raised a doubt on effective compliance of the process

Results

Extrapolate the opportunities to the entire population of activation fee waiver calls, potential savings of **~£2M Annual**

Approach

Continuously monitor data related to activation fees, including revenue impact, waiver frequency, customer satisfaction metrics, and agent compliance – Sample size 640 calls

| Yes% | Overall |
|---|---------|
| Did customer mention any specific offer or Affiliate offer? | 87% |
| Was there an order abandonment with package details within Salesforce? | 58% |
| Free activation was customer led (customer quotes having seen free activation, or has visited location of free activation, or | 92% |
| Free activation was agent led (agent has offered free activation without customer confirming the above) | 8% |
| • If free activation was agent led, it was used as a last resort to prevent losing the sale? | 23% |



Key Findings

- 8% of the agents were proactively giving a waiver to customer on Activation Fee
- 77% of the agents were not using waiver as a last resort to save
- Waiver on Activation Fee was only allowed if this is the last resort to save a customer/sale

NPS IMPROVEMENT

Company



Communications & Media

A diversified public North American communications and media company with ~\$13.2B annual revenue

Challenge

The client approached us to study their NPS and highlight improvement opportunities to impact customer experience and loyalty outputs.

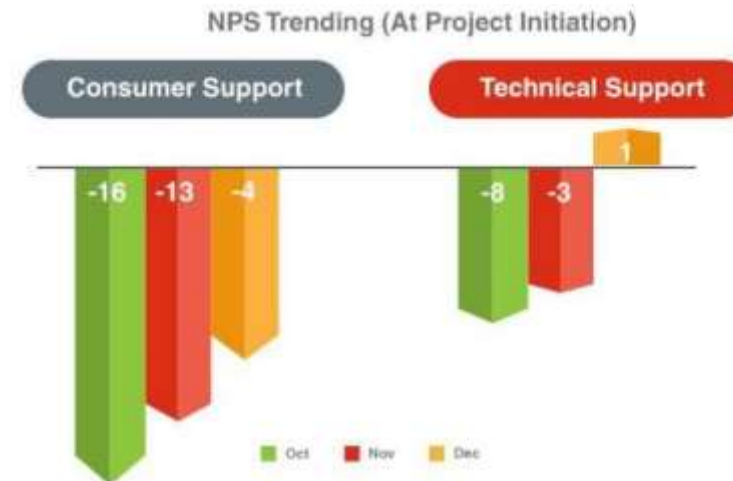
Results

An improvement of **9.4 points in the Consumer Support Campaign** and **12.1 points in the Technical Support campaign** was observed after 9 months of project completion

Our Approach

- Over 8000 surveys were studied, and nearly 250 survey calls were analyzed by our team to investigate agent behavior and link the drivers to promoters and detractors
- The consumer satisfaction factors were examined using regression analysis to identify the top drivers for consumer satisfaction and dissatisfaction

Our analysis helped our customers get a deeper insight into the "actual" critical aspects impacting customer experience & loyalty. It appeared that "customer efforts" was an important aspect that needed to be tied to the survey responses and was our recommendation for inclusion in the survey form. This enabled the client to focus on business opportunities while improving an agent's opportunities at an organizational level.



SALES EFFECTIVENESS

Company



Satellite TV

One of the largest satellite TV providers in US

Challenge

Compare top and bottom sellers to identify areas of opportunity as well as strengths of top sellers leading to effective sales

Results



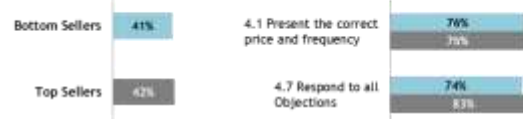
Potential Sales improvement by \$1.3M Annual



Differentiators - Top & Bottom Sellers -

- Good Call opening & gathering accurate information on problem are not differentiators
- Among Sales Representation - the time at which Trial close is attempted and how many times an Agent attempt trial close varies among Top & Bottom Sellers
- Similarly, Presenting the correct & frequency & Responding to objections makes a difference
- Closing the Business has no impact on Sales conversion

Section- Price Presentation



Attributes Impacting Scores

Sale Conversion



Additional Observations -

- Top sellers are providing more rebuttals
- Top sellers explain value in details (Minimum 3 values are shared)
- Bottom sellers prefer lowering the plan/providing discount as first rebuttal

| Attributes | Top Sellers | Bottom Sellers |
|---------------------------------------|---|---|
| Present the correct Price & Frequency | Leads - Shared on 91% calls Agreement - Shared on 37% calls | Leads - Shared on 80% calls Agreement - Shared on 50% calls |
| Respond to all objections | Rebuttals - Shared on 80% calls Discount/Lower Plan - Shared on 36% calls Value - Shared on 89% calls | Rebuttals - Shared on 63% calls Discount/Lower Plan - Shared on 50% calls Value - Shared on 86% calls |

REDUCE CHURN

Company



Communications & Media

Major Canadian Communications & Media company

Challenge

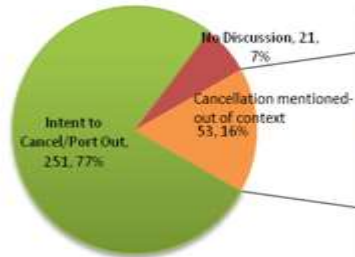
Reduce churn with a need to deep dive on root cause issues of cancellations

Results

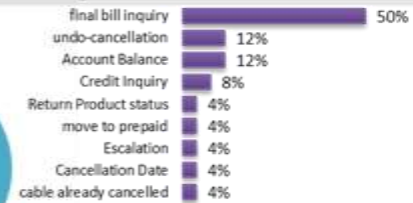


Direct potential cost savings of \$3.8M Annual (\$321K Monthly)

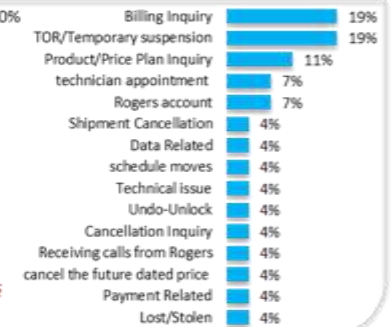
Total Sample = 325



Post Cancellation- Reasons



Other Inquiries- Reasons



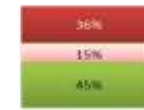
50% of post cancellation calls were regarding Final Bill Inquiry.

Proactive notification of final bill and post cancellation procedures will effectively reduce 8% calls

Impact when followed

■ Saved ■ Customer will callback ■ Partially saved ■ Cancelled/ Ported Out

Effective Probing



Value Based Options



Recommended Approach

Uncovering customer's needs

- ✓ Understanding the actual reason to cancel
- ✓ Understanding customer needs
- ✓ Knowing what competitor is offering

Providing need based offers:

- ✓ Providing customers offers in relevance with their need
- ✓ Right sizing the customer basis use and budget

CURIOUS TO LEARN MORE? WE'RE AT YOUR SERVICE!

BGO is dedicated to collaborating with brands spanning various industries, aiding them in assessing their customer experience, and continuously enhancing it to surpass anticipations. Get in touch with one of our team members now to start a conversation!!

Making Lives Better, One Connection at a Time.

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