



CUSTOMER EXPERIENCE EXCELLENCE

EUROPEAN CONTACT CENTRE &
CUSTOMER SERVICE AWARDS (ECCCSA)
WINNER 2022
BEST CUSTOMER
EXPERIENCE CATEGORY



European Contact Centre
& Customer Service
Awards **2022**
**BRONZE
WINNER**
valoris
BUSINESS PROCESS OUTSOURCING SERVICES

VALORIS CENTER

**Multilingual & Multichannel
BPO provider**

18 years of excellent services

10 million interactions/year

55 projects

+12 industries

550 employees

350 workstations

2 hubs in Romania

1 hub in Serbia



CUSTOMER EXPERIENCE EXCELLENCE



IN A
challenging industry
-on-demand delivery-



One of our **customers** is the fastest-growing delivery player in 25 countries from Europe, Western Asia, and Africa.

It is an on-demand courier service that purchases, picks up, and delivers products ordered through its mobile app.

Valoris took over the customer service for couriers, partners and end-users, in the Romanian and Italian markets, on chat, phone and email.

CUSTOMER NEEDS



CONTEXT

Our customer's delivery service had a rapid growth, with demanding expectations from end-users.

Needs

- 24/7 service and support
- scalable contact center solution, that can grow alongside with the company;
- highly specific requirements due to weather, traffic and product availability.

Main challenge

- disruptive volumes due to aggressive peaks.

SOLUTION

We designed a contact center solution with a successful ramp-up in the first year.

How?

- aligning the customer experience we provide with our partner's company's value statement: make life easier for everyone and be ready to deliver everything that can be bought and carried;
- handling pandemic related challenged that appeared in 2020 (unexpected peaks);
- constantly improving the customer experience;
- creating a smooth customer experience journey, where feedback from the end-user is a central point.

OBJECTIVES FOR A MULTICHANNEL APPROACH



PHONE

90% SLA

Customer satisfaction score: 4.55



CHAT

80% SLA

Customer satisfaction score: 4.35



EMAIL

90% SLA

Customer satisfaction score: 4



AHT: 255 seconds

QA score of 90%





valoris

BUSINESS PROCESS OUTSOURCING SERVICES

AGENTS PERFORMANCE

Our agents complete the customer experience; hence, we offer them tools:

- daily KPI reviews;
- bad-rated interactions analysis;
- constant support from team leader;
- increased feedback frequency when a KPI is lower than usual;
- procedures updates to increase their empathy level and involvement, with a direct impact on CSAT;
- focus on the monthly bonuses awarded based on the performance;
- competitions to boost their involvement and results.

CREATING THE BEST CUSTOMER EXPERIENCE



UNDERSTANDING THE NUMBERS

- Performing heatmap reviews
- Accuracy in forecasts
- Real time control

CX DEEP DIVE

- Deep dive for root causes/main detractors
- SMART targeted actions
- Recurrent follow-up on the improvements

FULL IN-HOUSE SUPPORT

Valoris IT:

- Network management
- advanced security solutions for data protection

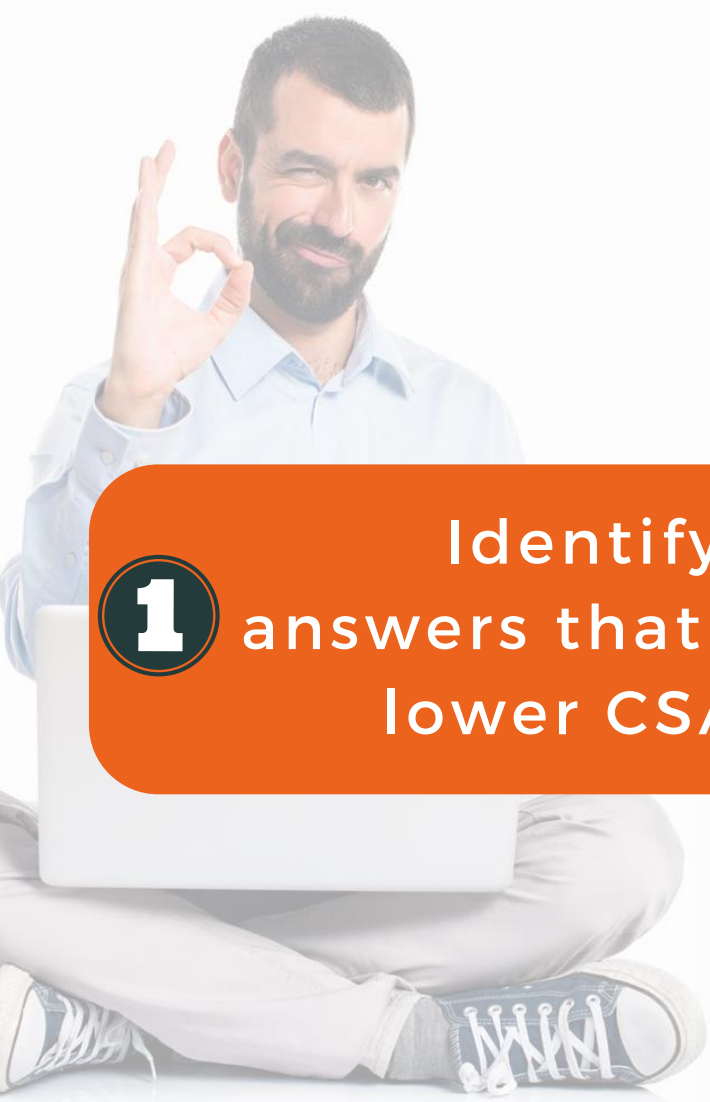
Valoris CRM:

- monitoring data, reporting, analyses, and insights.

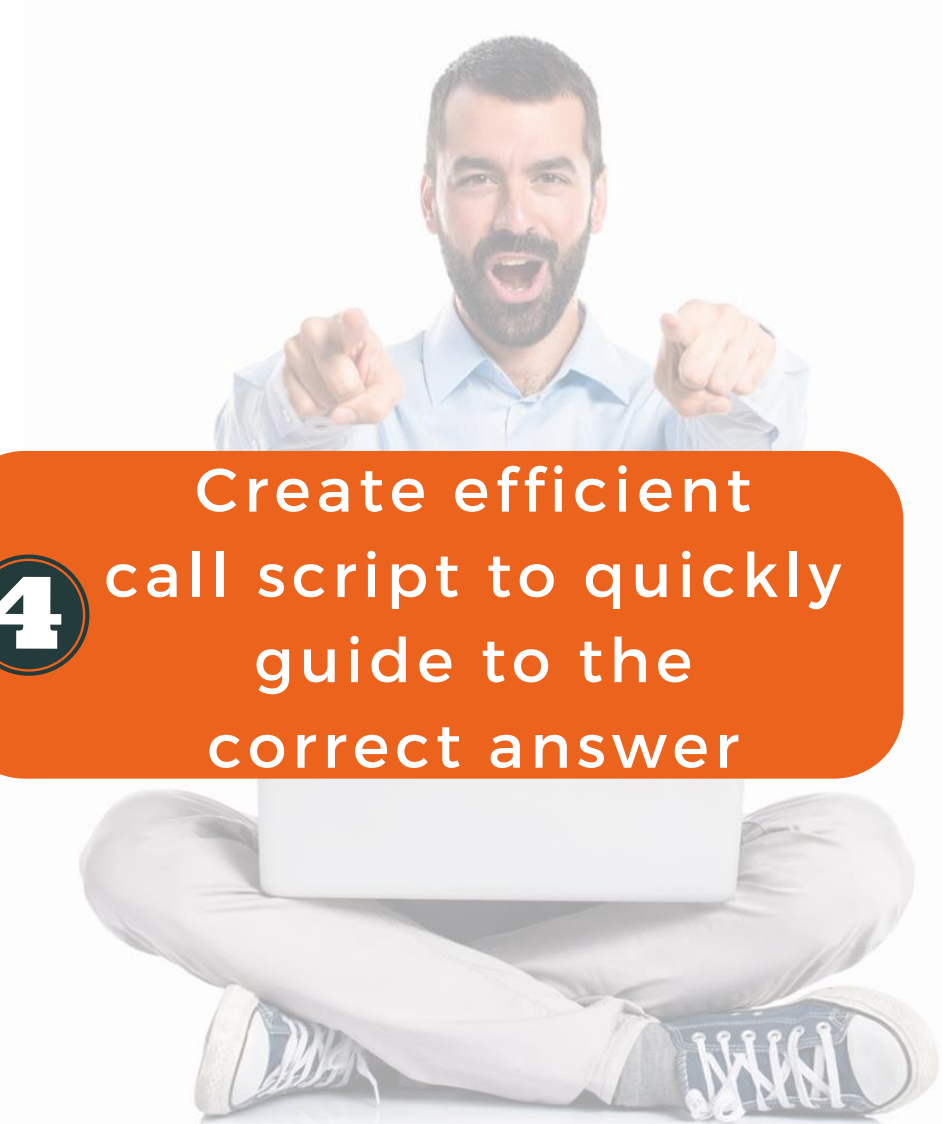
Valoris WFM:

- computing the workforce needed based on the existing workload and scheduling shifts adapted to the project needs





1 Identify answers that could lower CSAT



4 Create efficient call script to quickly guide to the correct answer



2 Pinpoint and anticipate concrete reasons

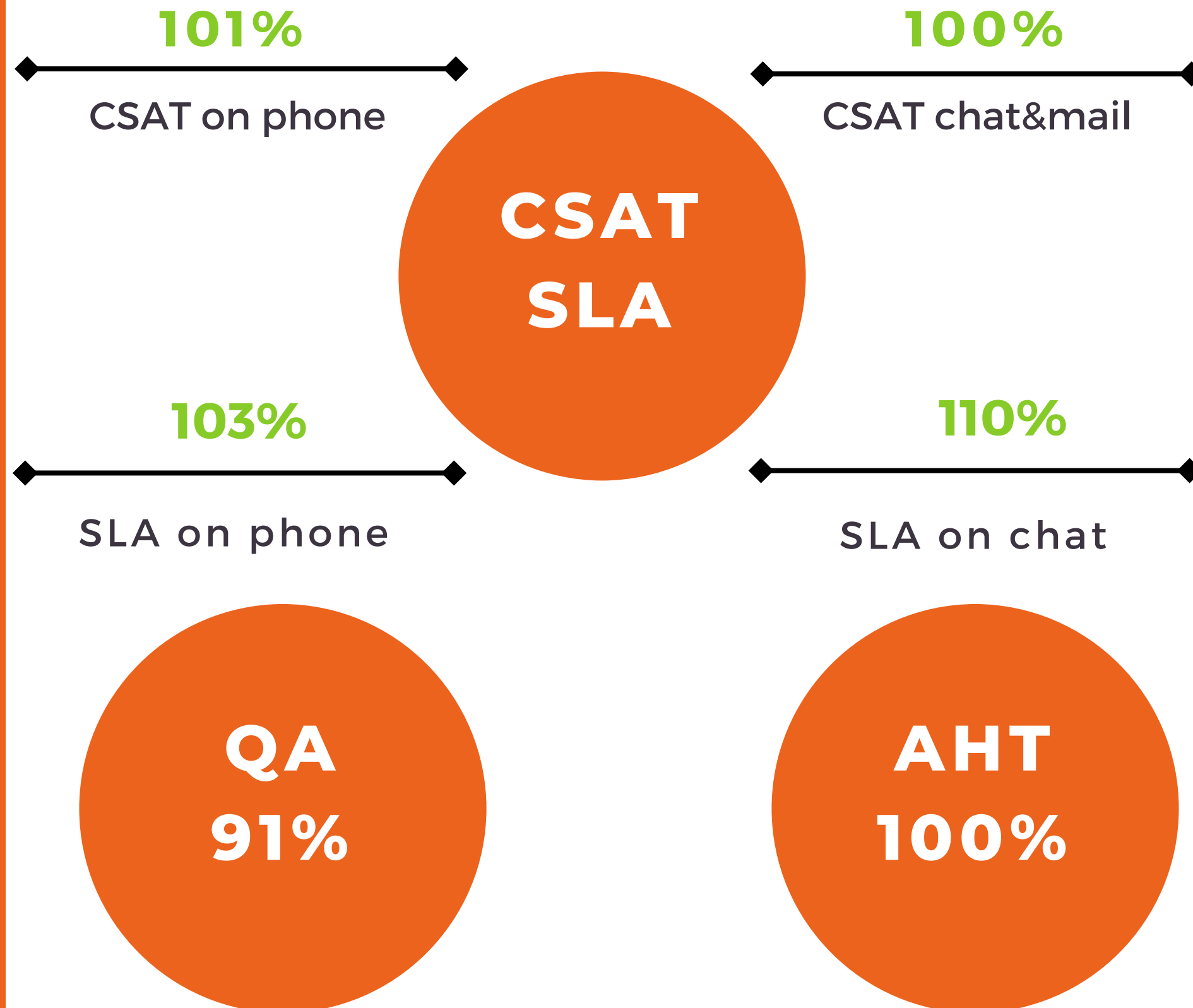


3 Modify answers to get positive feedback

**IMPROVING CX
BY
COLLECTING
AND USING THE
FEEDBACK**

Identifying pain points and finding solutions to eliminate them

RESULTS



Results for CSAT, SLA and AHT are vs targets



FOCUS ON IMPROVEMENT



Security workflow refinement: end-users upload ID cards; to assure data security, we created an automatic job to delete the attachments when they are no longer needed.

- Proactive revision plan to rework the templates used in the operational activity;
- Outbound campaign for customers who are unsubscribing;
- Planning and delivering workshops for the partner to train them on solving complaints from the Consumer Protection Authority;
- Continuous improvement for defective processes.

VALUE ADDED SOLUTIONS

- Second-day survey with 24% customer satisfaction increase
- FCR improvement for a project in the financial area
- CSAT integration in projects in various industries

~~Reactive~~
Proactive





What about your business?

Do you have more than 10,000 monthly interactions?

Let's get in touch!

CONTACT US

VALORIS CENTER

www.valoris.ro

contact@valoris.ro

+4 021 529 99 29

FOLLOW US ON

