

VALORIS CENTER

# HOW TO SUCCEED IN THE AGE OF CUSTOMER

Our ideas for your B2C interactions



# ABOUT THE PROJECT



## BENEFIT CARDS

In Central and Eastern Europe meal vouchers are along with private healthcare, the most common benefits for employees. In some countries, meal tickets are only subject to income tax and employees get a meal voucher for each working day.

Our customer is a French company, that provides benefits and rewards services in over 80 countries. They provide many kinds of benefit cards that companies offer as perks for the employees.

## HOW IT STARTED

Our customer had an outsourced call center dedicated line, where the direct beneficiaries could call and ask for general information. But the assessment of the service performance was difficult to be concluded.

What they really needed was a professional service. Our client wanted to raise the bar in terms of customer services. In order to upgrade their business strategy and get more information about end-users experience, a clear and structured workflow was needed. Check the following pages to see what proved to be the right solution.



In 2020 CX (customer experience) surpassed both price and product as the main differentiator

## Good customer service offers essential insights

We started almost from scratch, and we managed to cover two important areas that complement each other.

### Customer feedback analysis

At first, it was customer service but for each interaction our agents followed procedural steps in order to gather and store all the important information they got from end-users.


For our client it was a first to have centralized and structured information about the way in which the end-users perceive the services offered and especially about what did not work.

All this information was crucial to enhance the ongoing improvement process they were going through.

### Problem and solution

Considering that we are dealing with various request from our clients, we can monitor and detect the most frequently asked questions. We are continuously analyzing them and manage to find the most proper actions, that have an important impact in the call volumes and for sure in the whole Customer Experience.

For example, in February 2020, 20% of the calls were related to the Sold Status, and as a direct move this information has been integrated in the IVR and in the mobile application. The first result appeared quickly, because the volumes of calls decreased and in May 2020 only 3% of the calls were connected with Sold Status request.



Gain a competitive advantage by measuring your customer feedback and analyzing the results.

# PROJECT DETAILS

## End-users ask about:



- meal vouchers;
- holiday vouchers;
- gift vouchers;
- cultural vouchers;
- social vouchers.

## Monthly Interactions:



- 12,000 in the beginning;
- 17,000 to 22,000 (as volume started to increase);
- regular volumes established at 31,000 monthly interactions.



## Peaks we encounter:



- defined by the product specifics;
- created by technical developments;
- volumes that increase unexpectedly and have to be managed fast.

## We offer contact center services regarding:



- how to activate / block a card;
- card PIN;
- app info;
- complaints and refunds;
- refunds.

# OUR APPROACH

## FLEXIBLE

We started with a dedicated team of 7 FTE and 5 back-up agents.

The main team was increased to 14 people to adapt to the volumes.

## MULTICHANNEL

On the phone:

- inbound and outbound.

On the e-mail:

- direct solution or escalation.

## INOVATIVE

We developed a CRM instance where the data base is daily updated.

It works as an efficient ticketing system.



## MULTITASKING

Three apps are used on a daily basis to offer qualitative assistance.

## FAST

When the client decided to do some technical upgrades, we faced the instant doubling of calls. We managed to scale our services by increasing our team efficiency and cover the extra workload, without affecting customer satisfaction and retention.

## EMPATHETIC AND ADAPTIVE

Our agents talk daily with various customer categories, that have different expectations, depending on the type of card they are using or their specific needs.

Rise your customers expectations

With our flexible approach we built a customized service for the benefit cards company, a solution that worked at its best even when Covid-19 started.

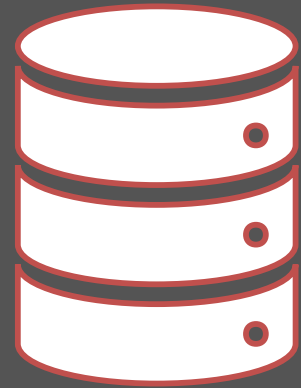
The secret was the flexible approach, the fact that we always prepared and anticipated any possible scenario and created solutions that could be applied with the same team.

Nowadays, the customer experience can be seen as the ultimate battlefield, where organizations can win, if they have the right tools or they can fail without proper guidance.

We have over 18 years of proved international experience and our services cover the entire customer journey.



# OUR PERFORMANCE



## SLA

(service level agreement)



80% in 20 seconds



## AHT

(average handling time)



We reduced the AHT from 260 to 170 seconds.



## QUALITY

(quality score)



98% on a constant basis

# OUR CONTRIBUTIONS

## SCHEDULE

We started with 24/7 service, but we rarely got any interactions during the night. Following a detailed analysis, we advised the customer to move the night agents on daytime and we managed to solve more requests this way.

## TROUBLESHOOTING

As customers started to use the app associated with the cards, we carefully analyzed the interactions and pinned the areas where they encountered difficulties in reaching their purpose. With this analysis the client could better focus on the end-users behavior in the app and also on further development and improvement ideas for the digital service. We believe collecting feedback from users is crucial and a great resource to test your product or service.

## EDUCATION

Routine operations, such as checking how much money are left on a meal ticket card or how to change the pin can be easily made by the end-user in the app. Our role is to enhance the self-service help in each and every end-user. We know that more than 50% of the end-users are happy to find the answers quickly, and by explaining them how they can get information directly from the app, we managed to close thousands of requests from the first interaction.



**What about your business?**

**Do you have more than 10,000 monthly interactions?**

**Let's get in touch!**

CONTACT US

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