

SUCCESS FROM THE START

Launch a new inbound consumer collections program with no interruption to service delivery or results.

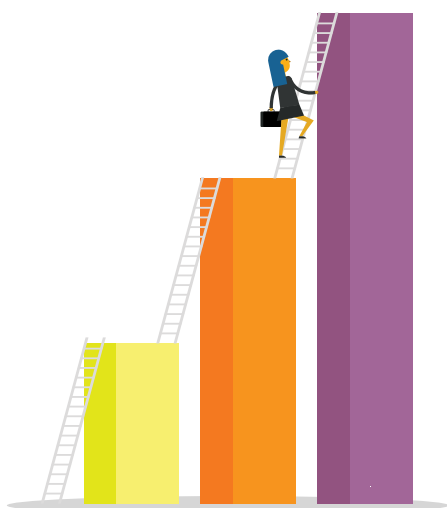


A leading international telecommunications partner found most outsourced contact center programs failing to reach productivity goals in the first few months of operations. It was a predictable and costly waiting game. They had ideas about what to do but weren't sure who could help. That's when Afni got involved.

The Opportunity

Across the industry, getting contact center programs to perform optimally from launch has long been difficult. In the first few months, most programs experience long learning curves as frontline employees adjust to the program's complexities. Predictably, many outsourced vendors fail to meet their client's productivity goals for at least the first several months.

The client knew there must be a better way. When they started a conversation with Afni, they realized they were right.



The Solution

To succeed from day one required a new approach. Just plugging in a traditional implementation plan, wouldn't work. So, before the contract was even signed, Afni formed a dedicated win team and got to work.

Combining our expertise with knowledge and input from the client, we proposed a solution they weren't expecting. To hit productivity goals from day one, we needed to do three unconventional things:

- ✓ Front-load our supervisory staff;
- ✓ Lower staffing ratios initially;
- ✓ Gradually ramp the team into production.

We hired an experienced team of managers, supervisors, and coaches for the program before we hired even one agent. We sent the team to our client's training facility to receive the same immersive instruction and knowledge transfer their internal teams receive. When they returned, they were ready to effectively prepare and lead the frontline staff past every obstacle as production ramped.

When the project rolled out, we maintained lower staffing ratios to enable leadership greater interaction and increased responsiveness to the agents. Finally, by stepping our teams into production, we significantly reduced the learning curve typically experienced when other vendors launched large teams concurrently.

Real Results

In our first month of production, Afni surpassed three of the four client performance goals. In our second and third months, we met or exceeded all of them. Not only that, but eight months after launch Afni became the top-rated program amongst ten other global vendors on the project.

We met the client's Service Level goals every month we have operated. We were the first vendor ever to bonus seven months or more during a calendar year for this client. And, Afni was the first company to ace the client's IT and Security Audit.

The client was so impressed with our approach, willingness, and commitment to their best interests; they quadrupled their growth commitment with us before an agent had even taken one call.

Channel: Inbound Voice
Solution: First-party Collection
Industry: Telecommunications
Location: Quezon City, Philippines

About Afni

Afni provides customer engagement solutions at each step in the customer journey. Our performance, consultative approach, and industry expertise have earned the trust and partnership of many of the world's leading brands. We're a mid-sized BPO with the ability to scale to your needs, plus the flexibility to deliver real results quickly. Customer growth, care & retention, consumer collection, insurance subrogation, and more. Start a conversation with us to learn more.

✉ solutions@afni.com | 🌐 www.afni.com | 📞 866-377-8844