

A global BPO transforms its contact center from a cost center to a profit center

Challenge

- This BPO client had operation across 41 different countries supporting multilingual customers. They needed the ability to deal with different business rules for different countries
- They also wanted to flexibility to change routing/call flow regionally according to local needs
- Their current performance measurement system was cumbersome and they needed flexibility for regional MIS without IT dependency
- Overall, the client wanted to build a predictable cost and price model

Solution

- Servion offered a flexible, custom built managed services solution that migrated CAPEX to OPEX
- With this solution, the BPO had the flexibility to building routing rules through ICM scripting and gained a custom tool to make routing decisions
- Servion also provided a custom performance management solution. Standard and flexible catalog was offer with categories across verticals and geographies

Results

With Servion's world class technology support the client was able to :

- Lower cost of ownership
- Multi country coverage
- Voice recognition

