

*A case study on how you can*

# **SCALE UP** your Call Center limitlessly

## **Client's Problem**

Our client was a major Telecom corporation in the United States. They were struggling to stay afloat due to a bad financial year. They were compelled to do cost-cutting. A bulk of their costs went into running of the customer support call center which they ran in-house. Unfortunately, due to cost-cutting, the staff was downsized, and it also took away many Customer Support Agents besides others. They had heard about offshore outsourcing but they had apprehensions. And they hesitantly approached us for Customer Support Solution.



## Our Solution

We realized that the company right now needed to save all the costs it can. So even though the Telecom Corporation was a large business enterprise, yet we offered them our Small-scale enterprise plan of services. Right now the deficit of Call Center Agents was 500 and this was the gap which they wanted us to fill.

But instead of giving them 500 agents in one go, we gave them just 5. As we knew that the clients were anxious about offshoring, so we offered them a scalability plan in which they would scale up the number only if they were satisfied with our services. After they make a request, scaling up to the next step can be achieved in 24 hours.



To further obtain the confidence of our clients and diminish apprehensions, we performed the following steps to ensure complete Client Satisfaction:

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- Recordings of all calls given to client for Review
  - Weekly Callibrations to conform Quality
  - Daily,Weekly and Monthly Reporting by Agents

After immaculate performance by first 5 agents, with no problem of accent or comprehension or customer service, the clients decided to scale up to 50. Our clients were pleasantly surprised by the smooth transition from 5 to 50 within the specified 24 hours. The performance of our Agents ensured that customer satisfaction level was high. This led to automatic word of mouth marketing. And customer retention level was also better than ever.

At the end of the second month, client requested 100 agents. The profits were increasing for the company due to our dedicated Customer support.

So this time, in the middle of the month, they requested us to scale up to not just 500 but 1,000 Agents! We are a human resource rich organization. And we successfully scaled up within one week!

The process continued with us for over three years after which the company's ownership was changed. And we got many clients through the referral of our clients. The biggest achievement for us was not the appreciation to 1,000 Agents, but the fact that we were able to build the trust of our clients in Offshore Outsourcing!

If you want to avail our Scalable Call Center Services e-mail us at [info@callcenterinindia.info](mailto:info@callcenterinindia.info)

