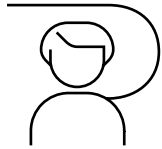




Global Technology Company Improves ESAT, Retention and CSAT Using Home Agents

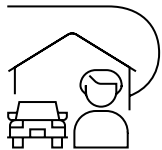


Case Study



CLIENT PROFILE

The client is a global technology company that provides software, services and devices to consumers.



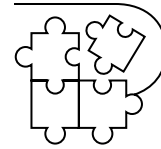
INDUSTRY

Technology



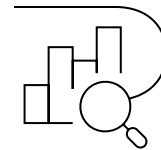
GEOGRAPHY

North America and Europe



SOLUTIONS

TP Home Agent Solution:
Customer care support in the voice channel using work-at-home agents



RESULTS

Home agents compared to on-site agents

- Employee Satisfaction (ESAT):
Significantly higher: 28%
- Employee Retention: 25%–30% improvement
- Customer Satisfaction: (CSAT):
5–8 percentage points improvement



The Challenge

The client initially handled all its customer care within traditional on-site contact centers. However, in more recent years, the client was faced with recruiting more experienced employees due to seasonal swings in volume and expanding the recruiting capabilities.

The client wanted a global partner that could help with a strategy that complemented its on-site contact centers and provided access to more specialized employees experienced in delivering a high level of customer care to ensure customer satisfaction.





The Solution

Based on a longstanding relationship with TP, the client consulted with TP on recruiting strategy ideas. TP offered its Home Agent Solution, which would allow the client to benefit from the unique offerings of its physical contact center locations, coupled with the flexible deployment options of a work-at-home model. This would expand recruiting capabilities to a larger pool of talent with diversity in experience and skills the client desired. The Home Agent Solution includes the following features:



AWARD-WINNING MANAGEMENT PROCESSES FOR OPERATIONS AND EMPLOYEE ENGAGEMENT

- TP Operational Performance and Standards (TOPS): TP implemented its TOPS processes, which is a collection of best practices for operation management. This proven methodology promotes employee engagement and provides a consistent quality and performance management process for the client's contact centers worldwide.
- Baseline Enterprise Standards for TP (BEST): BEST is a set of standards that ensures high service quality, excellent performance and proactive management of new and existing programs. It also reinforces consistent best practices in human resources management in all TP operations around the world.



PERFORMANCE MANAGEMENT

- TP's Contact Center Management System (CCMS) is an innovative control solution that integrates data from many systems and departments into one web-based resource for a comprehensive view of performance at every level.

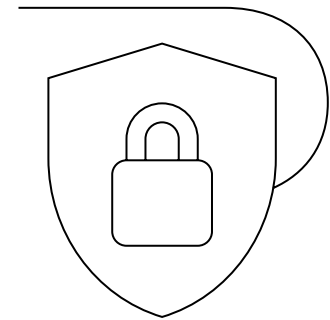




The Solution

INNOVATIVE SECURITY AND TECHNOLOGY

- Full compliance with PCI, ISO 27001/1, HIPAA, and HITRUST to ensure the highest level of protection and proprietary technologies including TP Observer and TP Desktop.
- TP's Global Essential Contractual Security Policies (GECSPs) include 14 stringent policies to improve the client's data security.
 - **Social Media Confidentiality:** Non-disclosure contract
 - **Clean Desk:** No paper, mobile phone and any other devices allowed at work station
 - **Infrastructure Hardening:** Applications control, no removable devices on desktops
 - **Login Provisioning:** Strict access control to applications
 - **TP Secure Access for At-Home Fraud Prevention:** When an agent deviates from the "norm," indicating potentially fraudulent activity, the system alerts management and security teams
 - **TP Secure Contact:** Agents can use data captured to fulfill customer inquiries without having access to the actual credit card numbers





Our security structures are designed to address the main security concerns for a WORK-AT-HOME environment and mitigate the most common data breaches and fraud situations.

HIGHLY SECURE ACCESS CONTROLS

End Point Inspection provided by Citrix
Netscalers Validates PC firewall configuration,
security settings, antivirus scans.

LOCKDOWN DEVICE

Citrix remote desktop strategy ensures
encrypted connection to virtual desktop in
secure data center. It prevents local data
transfers, cut and paste, screen prints,
drive mapping, etc. Entire screen is taken
over by virtual machine.

CLEAN DESK ENFORCED

Policy reviewed during recruiting,
orientation, and training that requires
agents to sign a document stating they
understand policies and expect frequent
supervisor reviews.

TWO-FACTOR AUTHENTICATION

- Required authentication factors
- Agents are issued unique identifiers, strong passwords, and Duo-issued controls

NO DATA STORED LOCALLY

Data remains within data center and
connections made from virtual machine
that boots from "read only" hard drive with
"redirected start menus" and no local or
mapped storage. Reboot to default state
after each connection.

NOISE CONTROL

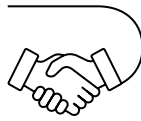
Agents are required to sign a zero noise
tolerance form and supervisors monitor
for any infractions to certify that the agent
is alone in their work space at home. All
infractions are reported to HR.

ENCRYPTED DATA COMMUNICATION

Dedicated VPN appliances ensure encrypted
data path from agent's PC to virtual machine in
data center. Citrix Netscaler uses an ICA proxy
with no data path except local agent-accessed
ICA protocol for virtual environment entrance.



Results and Benefits



EMPLOYEE SATISFACTION (ESAT)

Employee satisfaction of home agents compared to on-site agents was significantly higher by as much as 28%



EMPLOYEE RETENTION

Attrition for home agents vs. agents in on-site contact center locations had 25%–30% improvement in employee retention



CUSTOMER SATISFACTION (CSAT)

CSAT with home agents was 5–8 percentage points higher than with on-site agents

28%
HIGHER ESAT

*Germany program, 2016–2017

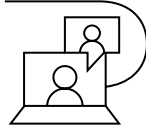
25%–30%
LOWER EMPLOYEE
ATTRITION

*North America program, Jan–Dec 2017

CSAT
5–8pp
HIGHER



We offer the most comprehensive home agent solution.

Virtual recruitment model that has access to a broad talent pool	Home agent feedback and escalation process to provide real-time support and full access to the information for agents	A strong security solution to mitigate fraud attempts and security breaches in a home agent environment
Proprietary predictive model to hire high-profile agents	State-of-the-art technology to deliver a high level of security and data privacy	Flexible business models to deliver pure home agent programs or combined with brick-and-mortar
Online training with the same experience of a traditional in-class training	Integration expertise between our solutions and the main technology vendors	 WORLD'S LARGEST WORK-AT-HOME AGENT PROVIDER
Proprietary management methodology focused on coaching to improve operational results	Infrastructure flexibility for agents to be compliant with local legal regulations	

