

*Case Study*

***Process Re-engineering***  
*for a leading UK based  
association for Train Operating  
Companies led to a  
50% Reduction in  
Customer Enquiries*



# Process Re-engineering for a leading UK based association for Train Operating Companies led to **50% Reduction in Customer Enquiries**



**Industry**  
Travel



**Geography**  
UK

## Before Transformation

### Background

Client was looking for a solution to review contact drivers and suggest ways to reduce overall volumes



### Disruptions Management

Difficulty in managing high call volumes and improving quality of information during disruption



### Customer Experience

Poor CX leading to drop in CSAT and unsatisfied customers

## Transformation Levers

Pro-active identification and root cause analysis of IVR routing

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Applied advanced analytics to contact drivers and customer sentiments

## Impact Delivered

Reduction of non-client related contacts by 30%

**Reduction of customer enquires by 45%**

**Overall improvement in cost to serve and customer experience**

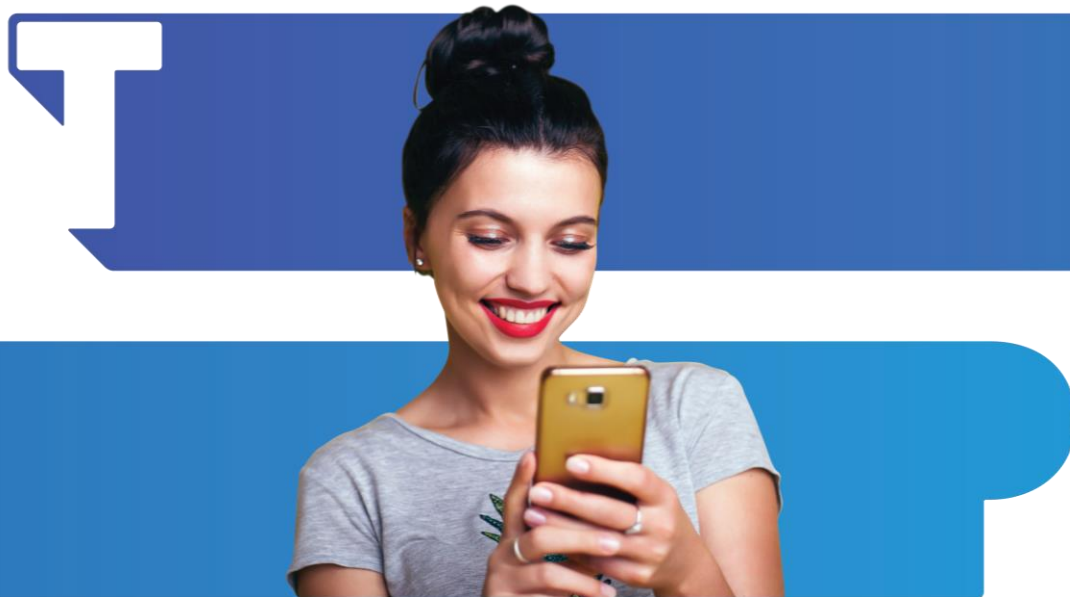
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