

Case Study

Multinational Telecommunications Company: 20 Years of Innovative Customer Support

Client Overview

Client Profile

A multinational telecommunications company based in France, serving 266 million customers worldwide

Offering mobile, landline, internet, and IPTV services, the Client is the tenth-largest global mobile network operator in the world and the fourth-largest in Europe.

Industry

Telecommunications

Geography

The client has a broad presence throughout Latin America, Europe, Africa, and the Middle East.

With a workforce of more than 2,500 full-time employees, Teleperformance supports nearly 15 million interactions per year for the client's customers in two lines of business – technical and commercial – across five countries:



France



Belgium



Tunisia



Spain



Morocco

Business Challenges

- Improve customer engagement quality and efficiency
- Optimize productivity
- Reduce costs by streamlining processes
- Implement digital tools, including intelligent automation/bots

Key Performance Indicators

- Joinability
- Customer satisfaction (C-SAT)
- First call resolution (FCR)
- Upsell/cross-sell
- Agent productivity metrics
- Customer journey improvement



Targeted Solutions for Consumers and Businesses

Approach

Implementation of intelligent automation tools to address simple or repetitive tasks

The client and Teleperformance were able to design a robust solution that offered:

- Operational agility and flexibility to adjust based on changing business needs and market conditions
- Comprehensive quality and training programs that aligned with their support goals using innovative techniques like gamification and end-to-end customer journey management
- 3,200 highly skilled technical support experts, including those in Latin America
- Inbound calling, chat/messaging, click-to-call, and back-office services in level 2

Channels Employed



Inbound calling



Email



Chat



SMS



Click-to-call



Back-office services



Business Impact

Thanks to Teleperformance's propriety T.A.P.™ methodology (Technology, Analytics, and Process Excellence) combined with Lean Six Sigma disciplines, the client was able to identify and scope an SMS channel project to improve the customer journey.

By implementing a new outbound SMS channel, the front-line team replaced outbound call scheduling with SMS reminders, reducing outbound calls by 10% and resulting in:



