

## CASE STUDY – BPO Process

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### The Client

The client is the world's largest direct response, marketing company and the original creator of the "As Seen On TV" logo. Since 1983, they have sold hundreds of millions of "As Seen On TV" products including one that has sold over 50 million units since its launch in 2007. These products are sold at leading retailers. In 2015, the client set-up an e-commerce marketplace and created another channel to reach consumers.

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### The Challenge

Our client's customer data, which included orders, shipping status and refunds, was spread across multiple systems and communication channels - phone, email, IVR, and social media.

Accessing customer data across disparate systems and interacting with customers on various communication channels made it challenging for the client to provide quality customer care.

The client wanted to integrate their customer data set on one platform that would also allow them to save order cancellations, upsell and cross-sell their products.

### The Solution

- Intellicom has provided a number of solutions to the client since our relationship began in 2012. To ensure zero disruption in customer care services, Intellicom's Program Migration Team transitioned the customer service process on an as-is basis to a New Delhi facility. Using a phased approach, the client's multiple systems were replaced with a single window application. In addition, the Intellicom IT team developed and implemented a comprehensive Customer Relationship Management (CRM) software that is integrated with the client's data exchange cloud. This CRM software includes a scripting engine for process automation so that new sales campaigns can be generated on the fly.
- The Intellicom Embedded Value Added Cell (EVAC) team also helped develop modules for maximising savers and to up-sell/cross-sell in each call. A similar system is deployed for the e-commerce marketplace. We also developed and deployed a business intelligence (BI) dashboard that provides a user customisable view of key metrics and trends to the client's operational and executive management.
- The client and Intellicom have partnered to continuously improve the quality and agility of customer care while keeping the costs down. We integrated with their other partners (fulfilment, logistics and software solutions, etc.) to ensure that the customer gets 'First Interaction Resolution' every time. This has been validated by the high customer satisfaction scores our group continues to achieve.

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### The Impact

- 10 million+ customer interactions serviced by phone, email, IVR and social media.
- 80% first interaction resolution
- 50% ROI through savers, and up-sells and cross-sells.
- 60% cost savings compared to on-shore services and 90% compared with their internal quality benchmark.
- Less than 0.01% unplanned outages in the last 5 years

**Intellicom has provided the client with a seasonal sensitive platform that can easily be scaled up or down.**

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