



## Client Success Stories

With the emerging trends with high customer demands for superior performance and customer service, Horizon Contact Centers offers Customer Relationship Management for a Global client in the telecommunications industry, Orange Kenya.

### Background Summary

Telkom Kenya established as a telecommunications operator under the Companies Act in April 1999 provides integrated communications solutions in Kenya with the widest range of voice and data services.

Orange became the commercial brand for Telkom Kenya in September 2008 following France Telecom's acquisition of 51% of its capital in December 2007. France Telecom is the third largest mobile operator and the number one provider of Broadband Internet services in Europe and one of the world leaders in providing telecommunication services to multinational companies.

Telkom Kenya therefore taps into Orange's worldwide customer base of 115 million and is the first integrated operator in the country, offering fixed and mobile telephony alongside Internet services.

### Business Challenge

Orange is the key brand of France Telecom, one of the world's leading telecommunications operators. As of June 30, 2008, the Group had 113.8 million mobile customers and 12.2 million broadband Internet (ADSL) customers. In Kenya it reached the 1 million mark of mobile subscribers on May 2009 making it the 3rd largest mobile provider in the country and the subscriber base has been growing ever since.

With the tremendous growth in the customer subscriber base Orange Kenya has seen the need to differentiate itself by having exceptional and efficient customer service standards. The company has put in place customer-centric systems to help streamline service delivery. Achieving the goal of exceptional and efficient customer service however was a challenge, Orange Kenya had an in-house call center and outsourced part of the customer service.

Orange Kenya recognized the need to partner with a service provider that had extensive industry knowledge with the ideal infrastructure that could enable its customer service representatives attend personally to each customer. Horizon Contact Centers is such a partner to Orange Kenya with world leading performance and insight solutions that allow the contact information to be directed to the correct people, track the contacts and gather the relevant data within the minimum time if not on a real-time basis.

### What we do

Our client's objective is to reduce customer waiting times and creating a personal touch to their customers through the Orange Products and Services. We have put in place sound processes to manage and drive efficient customer management operations by investing on tools to support Quality service delivery to our clients.

The resources planning and support tools put in place to manage service delivery from a Service Level and Quality Management perspective are scalable to efficiently meet our clients' needs as well as exceed their expectations.

Horizon is currently able to forecast resources that enable us manage operations and efficiency for Orange Kenya through the Horizon's workforce management solution. This has helped improve the contact center service levels and is continuously increasing the contact handling rate from an approximated 80 contacts per agent hour to over 115 contacts per agent per hour. This is due to the use of real-time control of all our customer service representatives, constant and transparent reporting on agent on-call and after-call activities as well as schedule adherence.

At Horizon Contact Centers, we maintain a high standard of service delivery by making use of our Quality Management Solution to enhance our performance driven culture focused on customer service and satisfaction. The Quality Management tool ensures we are able to skillfully manage the diverse customer touch points, linking this to their satisfaction index and quick resolution of issues raised increasing the client's customer retention.



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### Benefits delivered

With Horizon`s help, it took only three months for the entire transition and operationally we managed to fully integrate and launch a fully functional customer care solution for Orange Kenya.

Our workforce scheduling solution has enabled the Orange Account supervisory staff make instant changes to agents` schedules depending on call volumes and staffing levels. This has helped realise improved service levels. The customer service representatives are able to access their schedules on an online basis both within and outside of the contact center hence enabling our staff to plan their holidays and hence increasing employee retention.

Orange Kenya has benefited from the Quality Management solution by receiving detailed reporting on quality by performance areas at various levels, agent individual level, team level and entire account level. This is continuously helping identify key areas of service delivery improvements while offering frontline customer service as well improving the First Call Resolution rate.

The supplemented efforts to Orange Kenya`s exceptional customer service by Horizon contact centers has led to Orange Kenya being ranked the best customer service provider in the Kenyan Market following a recent in-house customer satisfaction survey.

We collaborate with our clients to enable high performance and put emphasis on the importance of the key business drivers to success. At Horizon Contact Centers we have offered clients the following services:

Horizon Customer Care team is focused on maintaining consistent quality performance and service delivery for Orange Kenya by employing:

- A stringent coaching and scoring methodology with a massive focus on customer experience. This allows us to enhance our agents learning and coaching techniques through automated recording and evaluation capabilities which allows agents self evaluations, peer evaluations, supervisor evaluations and quality specialist evaluations.

- 360 feedback to individuals based daily analytics. This creates an open transparent relationship with our customer service agents hence enabling them to take accountability and ownership of every customer interaction.
- Collaboration sessions with the Quality Specialists, team supervisors, training team and the client audit team. This is further enhanced with the “Voice of the customer” feedback that is incorporated to the evaluation process.
- Performance management program based on a performance KPIs score card.
- An electronic learning resource “The Knowledgebase” that is used to enhance timely dissemination of content such as training flashes, quizzes, bulletins, press releases, pre-shift announcements and electronic learning modules to the agents.
- An integrated workforce management software that ensures training modules are provided during times when agents can take the short courses without unduly upsetting service levels. This is also tracked in parallel with agents KPIs performance to help assess the impact of coaching and training efforts.
- A revised customer representatives hiring profile that match the actual required competencies for the job.
- Open and clear governance structure between Orange Kenya and Horizon Contact Centers from all levels of communication.



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Horizon Contact Centers is East and Central Africa's first state-of-the-art and fully on demand International Contact Center and Business Process Outsourcing (BPO) Company, offering a broad portfolio of voice and non-voice services to the global market. With a world class facility in Nairobi, Kenya and a scalability to house over 1,200 agents, Horizon the largest Outsourcing Contact Center in the region.

For more information, visit: [www.horizoncontactcenters.com](http://www.horizoncontactcenters.com).

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