

## Case Study

# Orange -Telkom: Increase/Exceed Customer Satisfaction Through Our Own Intelligent Insight Solution

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### Background

Horizon Contact Centers Kenya is a Business Process Outsourcing company which has carved a niche in the market for itself since its inception back in 2008. It's proved itself a force to reckon with among its competitors in terms of technology, quality and training. Horizon's growth is accredited to visionary employees and the due diligence of its clients.

Horizon has the capability to effectively handle both outbound and inbound accounts which could either be local or international.

### Business Challenge

Exceeding customer satisfaction and experience set by the client is paramount to Horizon. There being cut throat competition in the market, the company has to benchmark itself as a cut above the rest through performance and efficiency, which requires the business to optimize its people, processes and technology.

Taking all this into consideration, it is of utmost importance that Horizon defined its implementation of a quality and performance management system. This system would boost the customer satisfaction and experience and eventually improve quality within the company's operations.

### What we do

In the quest for getting superior levels of customer service and satisfaction, Horizon has redefined the techniques applied as well as the methodologies used based on the agents as well as the client's feedback hence improving the agent quality of service and in turn this has maintained and helped to grow the business through continuous improved performance.

To supersede these expectations, Horizon turned to Intelligent Insight Solutions which is a system that has made it possible for one to monitor calls real time and effectively handle any issues arising, in real time as well. Agent performance is also enhanced through increased agent contact. The solution enables the agent to playback calls as part of their weekly coaching sessions. The coach is able to pick up on areas that require improvement and addresses this with the agent. Areas of strength are also highlighted in these sessions since the system is able to give the agent a weekly score. If the agent receives a low score on any areas an action plan is implemented and the results monitored and if no improvement is noted, further re-training is availed.

Agent contact is also established through the team meetings held where feedback is given two ways. Issues arising are addressed in these meetings and any new feedback is communicated to the team as well. Floor walking also forms part of the agent contact and helps to address issues that are urgent.

HCC has also invested heavily on an agent induction program. The new agents are assigned a team which includes an experienced agent, a quality analyst and a team leader. This team is important in ensuring that the agent is familiar with client expectations from the onset and sees to it that their quality is up to par with the rest of the tenured agents. Feedback is given real time and any retraining issues are picked up on as early as possible in the program.

The Intelligent Insight solutions also make it possible for the agent to self evaluate and review their own playbacks eventually developing themselves by picking up on areas that need improvement and their areas of strength.

## White Paper

HCC has also taken in stride the soft launches where new agents can listen to their calls as well as those of the tenured agents hence are able to highlight any areas of improvement as well as the areas of strength which form part of their continuous training.

The Intelligent insight solution is a fully integrated collection of solutions and generates reports that highlight the team's daily and weekly performance. The solution also makes it possible to draw attention to specific quality areas by zooming in to selected performance areas. This enables targeted coaching and re-training. The reports also make it possible to draw conclusions or decisions based on comparisons done on the reports on a daily, weekly and monthly basis.

We believe in using analytics to offer value to our business partners, to be able to offer the type of value expected in today's ever challenging environment, Horizon has invested in tried and tested analytical tools that allow us to forecast resources as correctly as possible.

### Benefits Delivered

By employing the intelligent insight solution, HCC was able to reduce customer call backs through first call resolution.

The reports generated also help to provide more relevant feedback for quality assurance, agent training, and reduce average handle time which in turn helps to reduce costs.

By having the ability to automatically generate reports, HCC is able to give its clients feedback which in turn is translated into useful information for their respective marketing and advertising teams.

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 is the largest Outsourcing Contact Center in the region.

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

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