

## The Business Challenge

Scicom was requested to provide solutions to support the launch of an innovative new service of a Multi National Telecommunications Brand and to differentiate its current service offering. It was mutually agreed that a technicals support Helpdesk centre was required to receive incoming enquiries from existing customers or prospects to explain the features and benefits of the new service, promote usage, and support the customer through the initial setting up process.

## The Solution

With a successful but extremely busy customer call centre in place, the client took the decision to work in partnership with SCICOM and outsourced part of their call centre, offering customer service and technical support specifically for new value added services and product launches .A skilled team of Customer Service Professionals, Technical Support Professionals and Team Leaders were recruited and trained. Specialist helpdesk software were installed to ensure effective customer information management, to track any customer problems raised and ensured that all queries will be answered within agreed service levels. All this were achieved within 5 weeks.

The Helpdesk call centre will be operational seven days a week, from 8am until 12pm. Customers will have telephone, fax and email access to first level Customer Support Professionals, who can give advice about how the new service works, billing arrangements, the equipment is required (e.g. laptops, data cards, type of mobile phone), installation of communications software and low-level fault diagnostics.

More complicated technical queries are to be escalated to a second tier Technical Support Professionals, comprising of highly trained computer and data comms specialists and they will be able to help customers with issues such as modem compatibility and systems configuration. The emphasis throughout the helpdesk is on providing expert solutions in a way that is easy and non-threatening for customers (given the technical nature of the product).

The Helpdesk will support over 60 different types of mobile phones with value added services such as fax and data services, pre-paid mobile, SMS, billing on demand, stock on demand, and international roaming. Given that Malaysia is a multi-cultural environment, all staff will be bilingual (handling calls in English and Bahasa Malaysia) with support also available in Mandarin, Cantonese and Tamil.

## The Results

The technical helpdesk operated within a tightly defined service level agreement developed by SCICOM and agreed with the client. These were well above worldwide industry standards and were consistently delivered :

- 85% of calls answered with 12 seconds
- maximum 5% abandoned calls
- 75% of calls resolved on first contact
- all escalated calls acknowledged within 15 minutes, and resolved within two hours

Over the first 10 months of operation the Helpline had always exceeded the targets set. The strength of this innovative call centre was rewarded with a prestigious UK Call Centre Award (The 1998 Smart Awards - Gold) as it demonstrates:

*“Outstanding service level performance way beyond industry standards with a unique combination of customer service and technical support skills -all offered in a multilingual environment. Combined with high end-customer satisfaction a state-of-the-art, fully automated call centre was established in only five weeks...all client expectations have been met and exceeded.”*