

## Case Study

# Teleperformance

### CUSTOMER PROFILE

Business Process Outsourcing

### WEBSITE

www.teleperformance.com

### LOCATION

Global

### BUSINESS NEED

- CX insights
- Reduce call duration
- Reduce operational costs
- Improve customer satisfaction
- Improve QA process efficiency

### NICE SOLUTIONS

- Nexidia Analytics
- Quality Central

### THE IMPACT

- 40% reduction in call silent time
- 20-second reduction in AHT
- 36% decrease in call transfers among agents
- 55% decrease in transfers after IVR interactions
- 3.2 FTE reduction on QA processes
- 6% improvement in the transaction monitoring score
- 2.2% improvement in CSAT

### ON THE NICE SOLUTION

“The NICE solutions saved us money, improved performance, and continued producing value even after the initial ROI was achieved.”

Paul Joustra, Digital Transformation  
Project Lead, CEMEA



## Quality Management Results in Savings and Satisfaction for Leading BPO

### ABOUT TELEPERFORMANCE

Teleperformance is a business process outsourcing company specialising in omnichannel customer experience management. The company provides customer acquisition, customer care, technical support, debt collection, social media, and other services in over 170 markets. The company is headquartered in France.

Teleperformance employs around 300,000 people, including contact centre and work-at-home agents (150,000). The company operates 400 contact centres, in 80 countries, with an annual average volume of approximately 3 billion interactions.

### THE CHALLENGE

Teleperformance is a strategic partner to the world's leading companies, dedicated to enhancing their customer experience. As the largest team of interaction personnel in the market, the company provides a wide range of integrated omnichannel solutions, technology, and the highest security standards.

Teleperformance Benelux was contracted to provide services to the multinational conglomerate Samsung. The client sought insights into customer satisfaction and loyalty, as well as market sentiment, in order to meet and anticipate customer needs. This included direct feedback on marketing actions undertaken, as well as quantitative data for measuring the cost-effectiveness of customer service processes.

## Case Study

To meet the client's needs, Teleperformance Benelux sought a solution that would generate detailed insights into customer contact reasons and sentiment during interactions. This information would help guide improvements and optimisation of the company's customer service.

Specifically, Teleperformance Benelux wanted metrics regarding the factors that influence call duration, which could be leveraged to lower the average handle time (AHT), reduce operational costs, improve customer experience, and increase profits. To this end, the company considered options for reducing non-talk time and looked into how effective the in-house Client Knowledge Base is in practice during problem-solving interactions.

In order to be able to reach those goals, Teleperformance Benelux first had to increase the number of transactions monitored, measure the desired metrics accurately, and draw actionable conclusions from analysis of the results – all without negatively impacting company revenue or increasing overhead. In part, the company decided this would require automating several manual activities of its Quality Analyst teams and Transaction Monitoring processes.

### THE SOLUTION

Teleperformance turned to NICE and its partner Bumicom for its market-leading experience in comprehensive and agile cloud-based, enterprise-level solutions. Nexidia Analytics has the capabilities needed to analyse the text and speech omnichannel interactions handled by Teleperformance for Samsung, both at its contact centres and through work-at-home agents. Similarly, NICE Quality Central ensures that all interactions and transactions are closely monitored, with metrics closely tied to Teleperformance's top-priority objectives.

The NICE solutions were incorporated in the Teleperformance Quality Assurance Process ("BEST QA"), which provides a clear, structured approach to implementing and managing quality globally, with a focus on improving customer

and client satisfaction, while at the same time developing the company's employees. While BEST QA includes guidance for transaction and interaction monitoring, the NICE analytics driven quality management solutions made it possible to capture 100% of customer interactions, for much more powerful and accurate analysis.

The BEST QA guidelines include the DMAIC (Define, Measure, Analyse, Improve and Control) improvement cycle for optimising and stabilising business processes. Based on this methodology, Teleperformance Benelux developed its own detailed set of processes to focus improvement efforts where the company wanted them. As the DMAIC methodology – and the Teleperformance Benelux adaptation of it – is heavily data-driven, the comprehensive and robust NICE solutions again provided critical data and analysis that fit perfectly into Teleperformance's BEST QA programme.

### CHANGE STRATEGY

The Teleperformance Benelux change strategy, incorporating the NICE quality and analytics solutions, could be described as "adoption diffusion." With a focus on processes – implementing new resource planning and performance management systems – the company collaborated with NICE experts to ensure the solutions facilitated the adoption diffusion.

The change management team at Teleperformance Benelux undertook brainstorming and experimentation to develop best practices based on the NICE products' quality and analytics. With the desired behaviours identified, a sense of urgency could be created, along with personal modelling of those behaviours by senior personnel.

The change manager became the in-house innovator and performance expert, leveraging the NICE solutions to achieve the best results. Specifically, this included persuading the organisation's leaders of the potential success of the proposed changes.

### THE RESULTS MADE THE CASE

For Teleperformance Benelux, the actual results of NICE-analytics driven quality management confirmed the change manager's confidence:

- 40% reduction in silent time, contributing to a 20-second reduction in AHT
- 36% decrease in call transfers among agents
- 55% decrease in transfers after IVR interactions
- 3.2 FTE reduction on QA processes
- 6% improvement in the transaction monitoring score
- 2.2% improvement in CSAT score

All of the process improvements saved Teleperformance Benelux money and improved performance. That, in turn, produced additional value even after the initial ROI was achieved.

### NOT JUST BENELUX

Teleperformance measures compliance to BEST QA benchmarks regularly. By the end of 2017, 83% of Teleperformance companies had a process score higher than 80%. The Teleperformance Benelux results indicate a path forward for the entire enterprise to reach even better results, powered by cloud-based, omnichannel quality management and customer experience analytics.

## About NICE

With NICE (Nasdaq: NICE), it's never been easier for organizations of all sizes around the globe to create extraordinary customer experiences while meeting key business metrics. Featuring the world's #1 cloud native customer experience platform, CXone, NICE is a worldwide leader in AI-powered self-service and agent-assisted CX software for the contact center – and beyond. Over 25,000 organizations in more than 150 countries, including over 85 of the Fortune 100 companies, partner with NICE to transform – and elevate – every customer interaction.

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