



HOLISTIC SOLUTIONS FOR HOME SECURITY CLIENT



CASE STUDY

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Client Background:

This is the story of a national client that has a portfolio of consumer products for homeowners. Our client is focused on providing peace of mind to the homeowner. They combine cutting-edge technology with features to provide the best products, paired with dedicated customer service. They offer equipment and support for their product portfolio.



Facing Challenges:

- Missing revenue opportunities
- High Attrition
- Employee retention
- Hiring problems

The Initial Challenge:

In the words of the leadership team, the client's business was missing revenue opportunities, affected by high attrition, employee retention, and hiring problems, during and before the pandemic lockdowns. Consequently, they needed a way to reduce operational costs while filling staffing gaps to maintain service for their customers.

One option that they hadn't explored as a solution was outsourcing. They assumed it would be significantly less expensive than staffing in-house, but they were concerned about how outsourcing might affect the quality of service. Their customer service team had strict SLAs (service level agreements) and KPIs (key performance indicators) that had to be maintained. Some of their product lines also required surges of additional support due to the seasonality of demand.



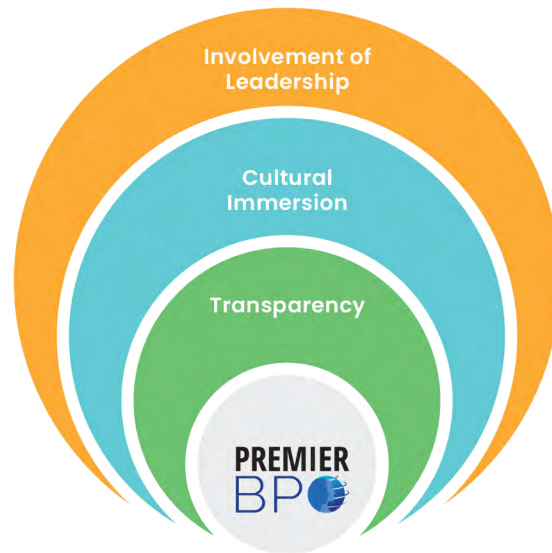
The Approach:

As a first-time outsourcer, the client was not aware of Premier BPO's Co-sourcing partnership process and found Premier BPO to be working as a seamless extension of their business. Through Premier BPO's Implementation process, "Premier On-Boarding", the client got a preview of our daily client operation procedures and a step-by-step guide to how the business would transition. They also became familiar with how Premier BPO immerses itself in the client's corporate culture to become fully acquainted with business objectives and appropriately represent the client as an ambassador of their brand.





The client decided to move forward based on Premier BPO's customization, transparency, dedication to cultural immersion, and involvement of leadership across all engagement levels. They also discovered that the transition of work from their internal operation to Premier BPO's facility was seamless and without interruption to the work.



The client saw that Premier BPO kept its promises in terms of the level of engagement it provided to the client. They received regular interaction and support from the management team and several departments representing multiple subject matter areas such as *Technology, Training, Quality Assurance, Workforce Management, and others.*



The client also learned that all functions associated with all overhead expenses such as **Healthcare, Insurance, Sick/Vacation Days, Training, Attrition,** etc., are included in one flat-rate that is significantly less than the fully loaded cost internally. The flat-rate pricing from Premier BPO includes multiple “value adds” over and above typical service providers.



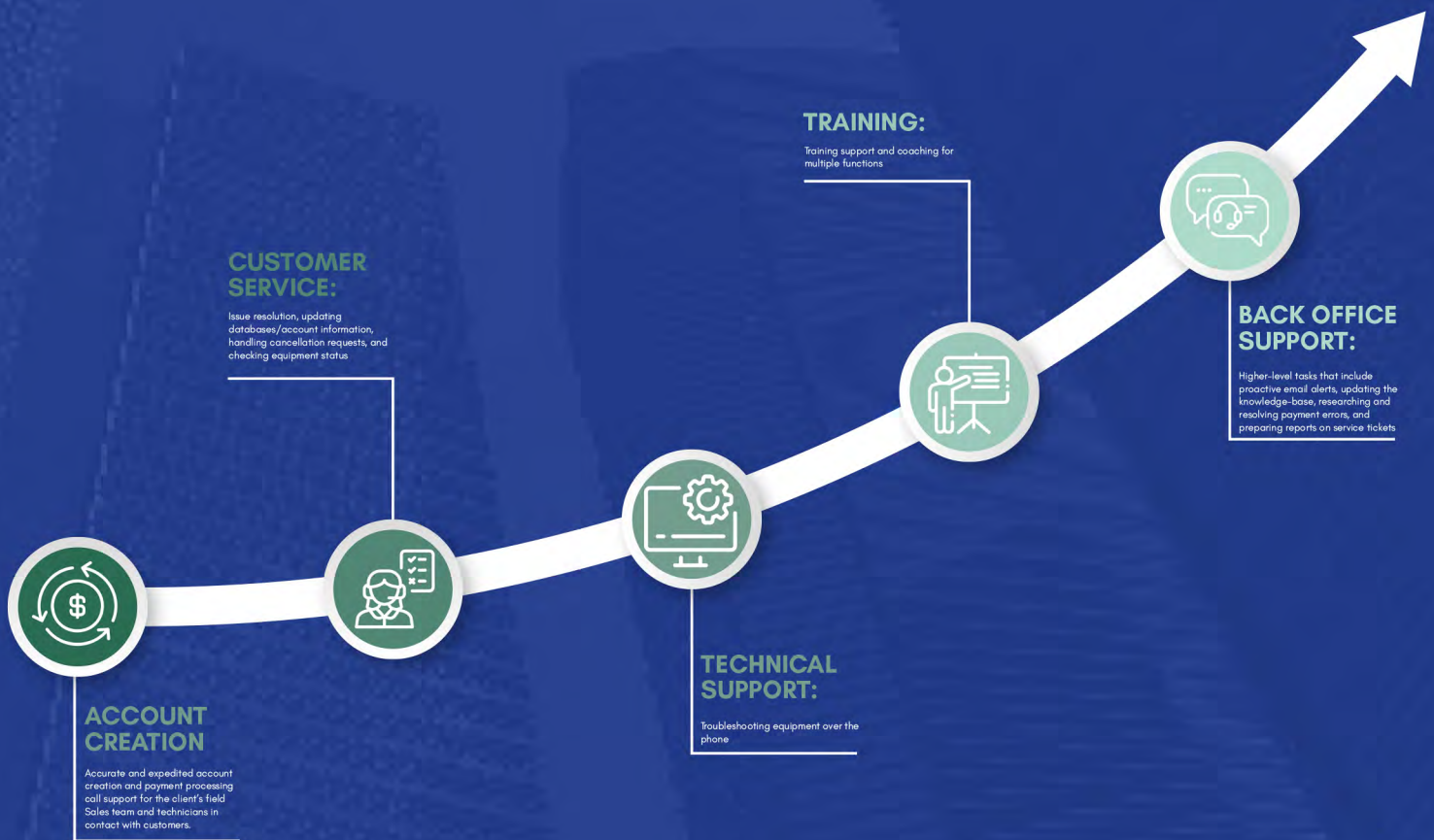
For example, the Quality Assurance process not only monitors agents but also includes developing guidelines for QA, which are constantly evolving to enable continuous process improvement. It also includes a weekly calibration call with Premier BPO leadership and the client to keep things running smoothly.



What Premier Does:

Presented by new business challenges over time, Premier BPO aided the client in improving their margins. The client could hand off increasingly complex tasks while augmenting their internal team. The relationship expanded to two operation centers; Pakistan and the Philippines.

Today, Premier BPO has become familiar with all client-required tools and handles services including: Account Creation, Payment Processing, Customer Service, Product Support, and Scheduling of Field Technicians.





Progression of Success in Partnership:

Starting the initial program in our Philippines site, we established a level of trust and reliability with the client by efficiently handling their Account Creation and Payment Invoicing needs. As the client saw the positive results of our work, they gradually expanded our responsibilities to include other functions such as Customer Service. We continued to exceed expectations, earning their trust to take on more complex tasks such as Tech Support services training. Our commitment to quality and dedication to meeting the client's needs led to steady growth and expansion of our services, including Scheduling Support Services and Targeted Training. Within a year of launch, the program had grown 5 times in size, a testament to the client's trust and satisfaction with our work.



Process Improvements:

Premier BPO is a co-sourcing partner that delivers tailored services to enhance business outcomes. Premier implemented several initiatives that generated positive results for the client, including:



Work Force Management System (WFM):

Allows the client to view historical data in a consolidated platform, automating several processes and providing a holistic overview of the program. Benefits include forecasting volume and staffing capacity requirements, shift flexibility, real-time analytics for automated and Business Intelligence (BI) reporting, employee status transparency, and training optimization.



Addressing the Backlog of Service Tickets:

Premier BPO created case sheets and resolved the backlog from new account creations in a matter of days, resulting in the reduction of overall case count and an increase in resolutions.



Payment Errors:

Premier BPO initiated a training program for the client agents to reduce payment errors during processing, which resulted in a significant decrease in errors from **19%** to **3.5%**.



Ticket Resolution:

The client requirement was to resolve tickets with a 2-3 days response time and call back. By assigning a dedicated agent to monitor in real-time, Premier BPO reduced turnaround time for the client to a real-time callback, resulting in increased C-Sat scores and excellent customer feedback.

The Results:

Our client has seen exceptional results during its steadfast relationship with Premier. Considering us a valuable partner, they have readily adopted our suggested initiatives. Our ideas have not only addressed our client's customers' pain points but also have accelerated outcomes and results to a great degree. Some highlights include:

- **QA rates higher in Premier BPO locations compared to onshore:**

PH team



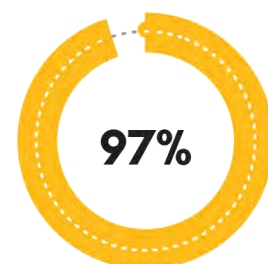
PK team



- **Reduction in casework issues by 50%**



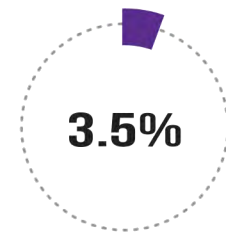
- **SLA targets achieved:**



- **Automated reporting time reduced from 20 min to 3 min (WFM)**



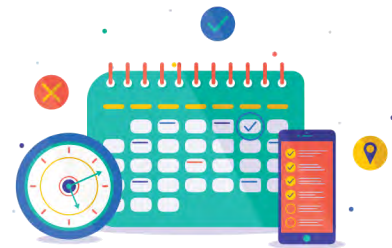
- **Payment Processing error limit maintained at an average of 3.5%**



- **Success rate in payment error resolution: 98% this year**



- **Callback improved from 48-72 hours to Real-time for ticket resolution**



- **Consistent and higher 5 Star reviews from client customers compared to previous performance; leading to an increase of 20X higher 5-star ratings from the starting month measured.**



Our Achievement:

The client program has grown in size, number, geography, and complexity of functions over the last year. Premier BPO was able to offer a solution that ensures:

- substantial cost-savings
- exceptional customer service, loyalty, and retention
- unparalleled quality
- shortened wait times.

These lead to higher C-Sat scores, a blended workforce with a highly trained and skilled staff, a growth partnership with continuous process improvement, reduced attrition, and tailored solutions devised to target customer pain points. The client's expectations were exceeded and they consistently received 5-star reviews from their customers, improving SLAs and profit margins. The client initially came for the cost savings but stayed for the quality and trust in the execution of work done by Premier BPO.



Future of Cosourcing Partnership:



The partnership between Premier BPO and the client has grown strong over time, with the client recognizing and rewarding Premier BPO's performance through incentives and employee engagement. The client values Premier BPO's proactiveness and quick response times and Premier BPO aims to continue providing strategic insights to expanding the partnership.

Why Premier BPO:

Premier BPO seeks to be a seamless extension of its client's business processes. This is done by immersing itself in the client's values and objectives and by providing dedicated resources that serve as a blended workforce within the client's organization. We offer co-sourcing, a hybrid approach to outsourcing, across multiple functions for several industries through our global sites. Premier BPO has invested in security and compliance processes including obtaining PCI certification and has been serving clients since 2003.

[Contact us to discuss your unique requirements](#)