

## **CONFIDENTIAL**

### **CUSTOMER SERVICE PROCESS**

OUTBOUND VOICE

\$8-\$10/HR, 12-10 AGENTS

*Information below is as submitted to BSA/U by Client:*

The basis of the process understands the movement of the existing customer base which Client has. The customer has been using the services of Client, however now, Client would like to analyze as to what has been the progress in the stream of customer service extended to the customers. Client provides internet facilities to various customers based in US and UK. These also include annual contracts for service maintenance, system maintenance...etc. With more than a dozen million customers, Client would like to conduct a survey to check if they have been able to serve the customers in the right direction.

#### **PROCESS NATURE**

This is going to be a simple survey process, which doesn't require any selling techniques. We would only call up the existing customer database; hence there shall be a positive response on most occasions.

The Caller shall ask a given set of questions to the customer whereby gathering information about the product and its feedback.

The script would contain 16 questions, all of which are compulsory to answer.

#### **PROCESS MECHANISM**

The lead set shall be provided to the Center, which they could choose to either call manually or can choose to use a dialer – either predictive or progressive.

However, we shall only provide the leads; they have to be configured as per the dialer norms by the Center themselves.

The Center will have to make 30 calls in a day per agent, within an eight hour shift.

During the initial stages, the Center has to put in 5 agents per country. This means 5 agents for US and 5 agents for UK.

#### **CENTER CAPACITY AND SELECTION GROUNDS**

- The Center should have previous experience of Outbound Calling.
- The Center should have a minimum capacity of 12 systems and 12 operators.
- The Center should have complete Sound Recording Mechanism (SRM) for every call.
- The shift has to be as per the UK/US window of operations. The Center should be willing to operate on the same time zones

#### **BENCH MARKS**

During the training sessions (which shall be conducted online) along with that some test calls /mock calls will be organized.

The agents shall at initial stages take 15 complete calls during the first 15 days of operations. Thereafter, the bench marks shall increase to 20 calls per day and finally 30 complete calls.

We would try to increase the calling volumes however would depend upon the nature of call and customer.

As per the standards, every call would last for 18 minutes including the wrap up time. This thereby calculates to a total of 27 complete calls during a 480 minute shift. Yet as all calls shall not be complete, therefore during the initial stages we shall keep a bench mark of 30 calls per day per agent per shift.

The information contained in this document is confidential and intended for the sole purpose of members of the BPO Services Association <http://www.bsau.org> +632-+632 729-7083 ext 801 (Philippines), +1 602 759-9975 (USA)

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### **RAMP UP PLAN/PROCEDURE**

- Once we identify that the center quality is fine along with the call volumes we shall ask the center to ramp up on a gradual scale of 5 agents per 15 days time.
- The ultimate strength of the process, for a particular Center shall not exceed 20 agents per shift per country.

### **PROCESS REMUNERATION**

The center shall get paid on an hourly basis with no discrepancy.

1. During the first month the Center gets paid \$8 (Eight USD) per hour per agent.
2. When the production of the Center is increased to the desired level, which in this case is 30 complete calls per agent, the payment cycle would change to \$10 (Ten USD) per hour per agent.
3. We shall review the performance of the Center from a time to time interval, as discussed; this would influence the further increase in either the payouts or the volume of the business.

### **PROCESS SUPPORT MECHANISM**

- Dedicated OSE (Online Support Executive) for every Center.
- Dedicated PCT (Process Coordination Team) for every Center.
- OSE shall be the all point of contact for the Center.
- All issues to be resolved in 12 hour notice.
- Complete assistance in QC and Quality Improvement Measures.

*Full contact information of the Client is available from BSA/U (e-mail, US landline, Skype). As has been BSA/U policy, BSA/U will endorse selected Members who can then communicate directly with the Client. We will endorse only 3 Members (with signed Agreement with the BSA/U). Priority will be given to Members who are or have undertaken BSA/U-referred campaigns, in good standing and with experience in the field.*

*The Client charges a One Time Payment of \$198 (One Hundred & Ninety Eight US Dollars). Though none of this amount goes to the BSA/U, this amount will be deductible from dues to BSA/U as part of our service to the selected Members.*