

General information:



Virgin Mobile Chile

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Cliente

Name & surname of contact:

Vivente Viñuela, Head of Planning Analyst



“Thanks to the intervention and involvement of Unísono we have been able to bring the efficiency and quality indicators for our external contact center in line with those of our internal center, so that no differences are perceived in the attention received. We also found Unísono to be a partner which has supported us with their experience in the application of best working practices, and which has provided constant support to resolve the incidents that have occurred in our internal platform. We were particularly impressed by their enthusiasm and how they adapted to the client's needs.”

Description of the case:

Which services were used?

Contact Center:

- Customer service helpline
- Technical support center
- Incident management
- Support positions for incidents in the internal platform (Cerro El Plomo)

What was the initial challenge?

What did the client initially request from UNISONO?

The initial challenge consisted of ensuring that the transition of the external contact center from Unísono's predecessor to Unísono did not affect customer service either in qualitative or quantitative terms. The proposal consisted of standardizing the performance indicators and tone of voice of Unísono's platform with the internal customer service platform within a period of 3 months. The slogan was "The customer should not be able to differentiate between who is helping them" (Unísono or Cerro El Plomo).

What did UNISONO do in this project?
How was the process developed?
Were any other services added?

Firstly, the profile of agents that Virgin Mobile Chile looks for to work in customer service was standardized. In this case Unísono worked alongside our own heads of recruitment to help them in the hiring process, making it possible to ensure that uniform criteria were applied.

In the same way, the criteria were standardized for evaluating quality with our own supervisors. In this case Unísono displayed the flexibility to adapt its internal guidelines to our quality evaluation, which helped to guide the objectives of the platform as a whole and not in a disconnected way.

Finally, what really helped to ensure that the transition took place in a fast, successful and discrete way for our customers was the fact that Unísono was prepared to agree to move outstanding agents from our internal platform who had supervisory skills to supervisory posts at Unísono. This made it possible to commence operations at Unísono with people we could depend on, with the necessary experience to deal with complex issues and the ability to generate a team spirit between the different platforms, ensuring fast, precise communication.

What were the results?
(qualitative and quantitative data)

Within the first month of operation, and earlier than planned, we began to see that the agents in Unísono were getting close to the productivity indicators (TMO, occupation, etc.) we use in our internal platform, although we still had to deal with quality issues and staff rotation.

- A constant improvement in the average productivity of the platform, achieving its best results in July: 10.7 calls handled per hour.
By the second month there were already clear signs of improvement in staff rotation, achieving the necessary number required by our planning department. This led to improvements in the quality indicators (FCR and quality evaluation), with some agents even reaching the target before the end of the planned 3-month period..

- Constant improvement in the FCR from the first month, reaching a maximum of 79.4%
- Improvement in satisfaction, achieving an average of 8.8 out of 10 in NPS
Basically, what had been planned to take 3 months was practically achieved within 2 months of operation.