

# Modernizing Customer Service Operations and Accelerating Client move to Omnichannel





## Our Customer

The client is a technology-enabled consumer services business that leads the way in credit repair with three brands that help consumers access and understand their credit reports.

These brands help verify whether that information is fair, accurate and substantiated and work with individual creditors and the national credit bureaus to correct inaccuracies.

## Business Challenges

Outdated processes and technology were causing efficiency losses and impeding optimal performance. Their internal Customer Service team was unable to support the unprecedented growth and seasonal fluctuations due to inefficient process, outdated technology, and inability to attract and retain talent. Modernized service experience to meet evolving customers' requirements was their need of the hour.

Existing processes made it cumbersome for the client to meet expectations of increasing communication channels, and the challenges of the new millennial employees and end customers. They were looking to leverage a partner with the experience and expertise to transform their customer experience by leveraging automation and providing omni channel capabilities.. The major challenges the client ran into were:



- Customer service function being unable to support record growth
  - Inability to ramp capacity up and down to support business requirements
  - Limited omnichannel capability resulting in high cost to serve
  - Inefficient process impacting customer satisfaction
- Outdated process/technology resulting in gaps in content and knowledgebase
- Outdated advanced search features affecting search times and a lack of real-time reporting

There was an urgent need to transition from voice to omni-channel, from simple to multi-skilled workforce management and to real-time analytics with enhanced quality management.

# Our Solution

Enhances overall customer experience and operation efficiencies through best practices to leverage a truly integrated omnichannel experience.

## 01

Hexaware's **objective** was to transform the client's customer interactions by providing an integrated omnichannel experience.



Our **overall solution approach** was to build on their investments, leverage best practices gained from industry experience, introduce automation, and deploy leading edge omnichannel technology.

## 02

## 03

The **site strategy** was to leverage our Mexico site given proximity to U.S. and ability to provide native Spanish support as well as a site in Philippines to lower their overall cost to serve.



What started off with a three-month Proof of Concept (PoC) to demonstrate customer service in a highly compliant industry – achieved pilot's success and was forged into a five-year agreement to scale operations at 4 main centres in the US. Hexaware enriched the client operations by bringing in the ability to transition to a truly integrated omni-channel experience.

A phased transition was strategized beginning with 10 paralegals providing voice support for one of the brands from Mexico. Upon successful completion of the POC a five-year agreement was reached for 300 paralegals and advisors spread across Mexico and the Philippines supporting all bands. The excellent performance of the customer service team drove the decision to add 150 agents to support sales and retention.

A CX transformation assessment was completed in the first six months which provided a detailed roadmap and accelerated their omnichannel capability by more than a year. It introduced a learning development transformation that improved training quality and also updated the knowledge management system.

# Business Benefits



A holistic review of processes, technology, digital channels and planned projects show significant scalability supporting future business growth, enhanced efficiency, experience and best practice compliance

An industry first - Leveraging a partner to provide paralegal and advisory services for a firm in the highly regulated credit repair industry and it is exciting to observe how our platform has helped the client achieve more. What started as a three-month proof of concept, exceeded the client's expectations with achievement of compliance targets from day 1 (compliance, a key metric for this industry). Few of the other business benefits include:



Scalability to support business growth and futuristic requirements



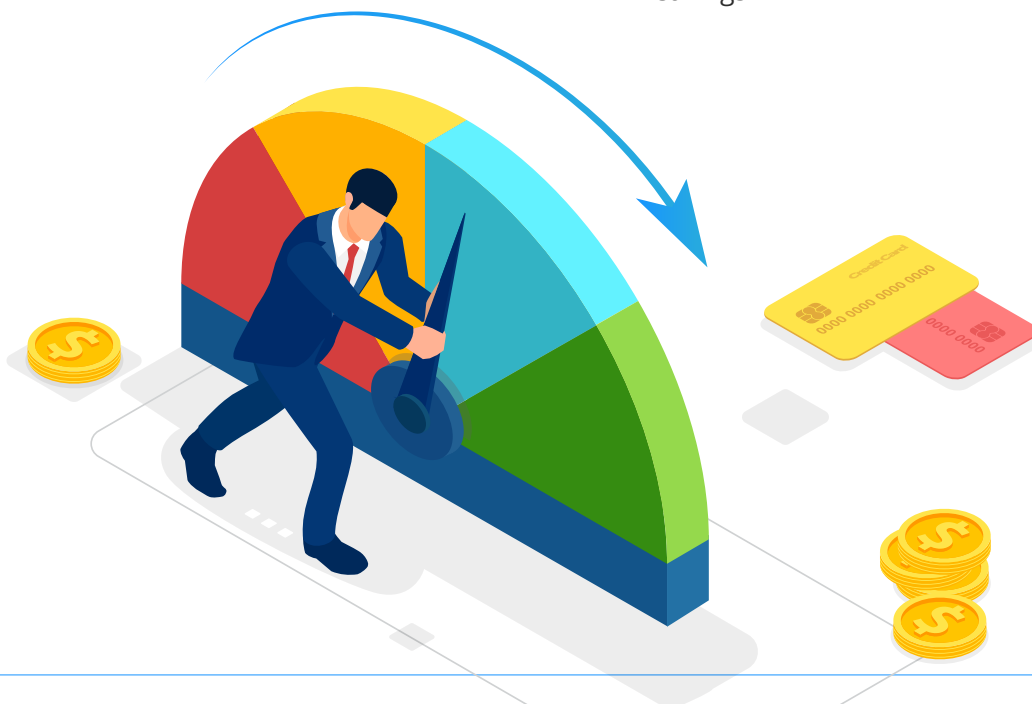
Ability to meet seasonal demand with a 50% increase in peak months volume



Cut down on customer service cost by leveraging global workforce for 45% savings



Access to native Spanish language support





Hexaware proved to be the ideal CX transformation partner to accelerate the client’s move to an integrated omni channel experience with best practices and won the trust of the client as well as their approval to provide more value-adds. This success in customer service has inspired the client to optimize our sales and acquisition capabilities too. We are building two teams across Mexico and Philippines to support the client by acquiring new subscribers and being their revenue-generator partner.

# About Hexaware

Hexaware is the fastest growing next-generation provider of IT, BPO and consulting services. Our focus lies on taking a leadership position in helping our clients attain customer intimacy as their competitive advantage. Our digital offerings have helped our clients achieve operational excellence and customer delight by ‘Powering Man Machine Collaboration.’ We are now on a journey of metamorphosing the experiences of our customer’s customers by leveraging our industry-leading delivery and execution model, built around the strategy— AUTOMATE EVERYTHING®, CLOUDIFY EVERYTHING®, TRANSFORM CUSTOMER EXPERIENCES®.

We serve customers in Banking, Financial Services, Capital Markets, Healthcare, Insurance, Manufacturing, Retail, Education, Telecom, Professional Services (Tax, Audit, Accounting and Legal), Travel, Transportation and Logistics. We deliver highly evolved services in Rapid Application prototyping, development and deployment; Build, Migrate and Run cloud solutions; Automation-based Application support; Enterprise Solutions for digitizing the back-office; Customer Experience Transformation; Business Intelligence & Analytics; Digital Assurance (Testing); Infrastructure Management Services; and Business Process Services.

Hexaware services customers in over two dozen languages, from every major time zone and every major regulatory zone. Our goal is to be the first IT services company in the world to have a 50% digital workforce.

## NA Headquarters

Metro 101, Suite 600, 101 Wood Avenue South, Iselin, New Jersey - 08830  
 Tel: +001-609-409-6950  
 Fax: +001-609-409-6910

## India Headquarters

152, Sector - 3 Millennium Business Park 'A' Block, TTC Industrial Area Mahape, Navi Mumbai - 400 710  
 Tel: +91-22-67919595  
 Fax: +91-22-67919500

## EU Headquarters

Level 19, 40 Bank Street, Canary Wharf, London - E14 5NR  
 Tel: +44-020-77154100  
 Fax: +44-020-77154101

## APAC Headquarters

180 Cecil Street, #11-02, Bangkok Bank Building, Singapore - 069546  
 Tel: +65-63253020  
 Fax: +65-6222728

