

## TSD GLOBAL IMPROVES CUSTOMER SERVICE PROGRAM FOR MAJOR MULTINATIONAL BANK

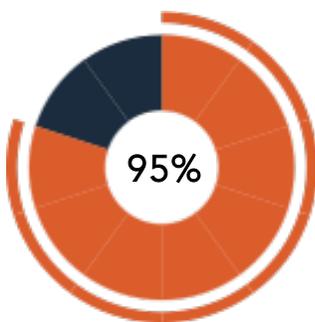
### The Challenges of Customer Service

Customer service skills are an essential component of lifetime value. When customers call, agents are expected to quickly and efficiently solve the customer's problem. Strict adherence to call compliancy rules is required to prevent liability. Certain metrics such as service level, abandoned calls, talk time, idle time, quality indicators, and resolution percentages are used to measure the quality of inbound call programs. A good inbound call program is essential to retain customers and enhance or protect the company reputation. For these reasons, it is imperative to provide the proper tools, training and follow up coaching to enable agents to succeed in supporting the company's customer service objectives.

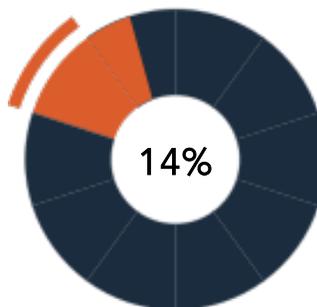


This leading bank was facing difficulties with several aspects of their inbound call program. They wanted to solve customer issues as quickly as possible without having to transfer customers to other departments. Above all, the bank wanted their agents to provide an excellent customer experience quickly and efficiently. Our client specifically wanted to improve the overall service level to 85%, average handle time to 8 minutes, and upsell to 12%. After other firms failed to bring call metrics up to the bank's objective values, they decided to partner with TSD Global in this department after TSD's success in other areas.

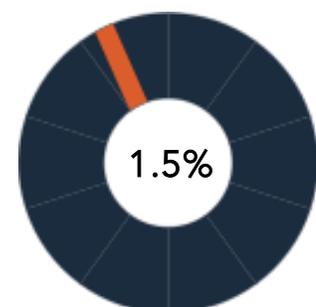
### The TSD Global Case Metrics



Surpassed the service level goal of 85%



Cross sell / Upsell



Overall Call Abandon rate reduced to 1.5%

TSD Global created a plan that focused on the bank's largest concerns, First Call Resolution and Service Levels. In order to improve First Call Resolution, TSD knew they needed to understand the root cause of the issue so it could be addressed with the team. Once our team identified the root causes, TSD implemented a strong training program to help improve the work quality and team leaders then provided post-training analysis to ensure the new training was effective. In order to improve Service Levels, TSD Global started by understanding call volume by day of the week for every 30 minute interval, which allowed us to identify scheduling opportunities. Using workforce management software and studying historical trends we were able to schedule the agents efficiently and properly.

With an extensive knowledge of inbound call programs, TSD was able to create a plan that met and surpassed the bank's expectations without exceeding their budget. Because TSD provides one manager to every fifteen agents, there is more time for one-on-one coaching, which greatly improves agent performance. Call work time was improved due to the fact that TSD agents spend less time between calls, and more time assisting customers.

## The Results

When the partnership began, the bank wanted to increase service level to 85%, decrease average handle time to 8 minutes, while reducing call work and abandon rates to 5%. At the end of the study period, TSD had immensely enhanced the efficiency of this leading bank's call program. TSD achieved a service level of 95%, an average handle time of 7.62 minutes, and abandoned call rate of 1.5% while managing nearly 300,000 calls per month. As a result of TSD's impressive improvements, the prominent bank has awarded TSD with additional business through expanded programs and additional assignments.