



Call Center Take Over

Telecommunications provider outsources call center to **BlueAngle** and saves \$0.4M+ annually

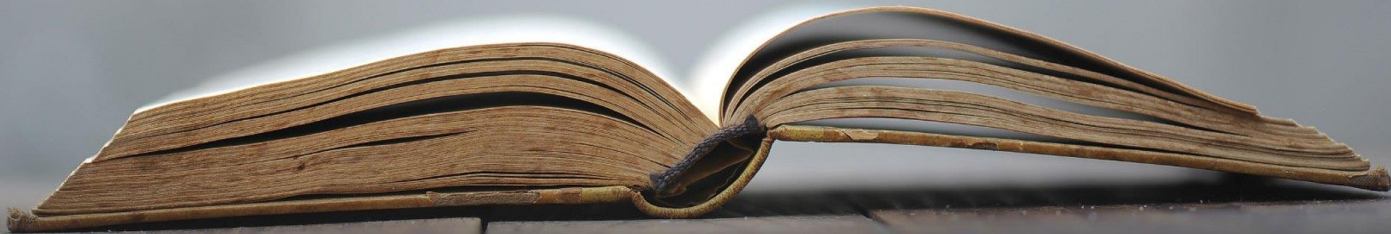
Client Background

1. Client is a \$60M local telecommunications provider that serviced over 5 million users.
2. Beyond network services, the client provided telecommunications infrastructure (mobile applications, branded smart phones and services) to its customers.
3. On average, the client's call center serviced 535 calls per day and operated 24/7.
4. The client's competitive advantage was hugely based on innovation on call center (IVR) technology.

Client Issue

1. The Company's call center spend was ~35% higher than industry peers due to several factors:
 - Call center operator hiring strategy
 - Escalation of issues (that may have been resolved by tier 1 support) to a more expensive tier 2 provider, incurring additional costs in the process
2. The Company also wanted to focus on their core strengths which was to develop innovative solutions for their subscribers.

The client engaged **BlueAngle** to assume their call center operations.



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BlueAngle's Solution

1. **BlueAngle** developed an initial assessment on how much the client could potentially save by outsourcing its call center operations
 - Our analysis included the optimal number of resources required to run the call center and deliver the level of customer service the client demanded
2. We developed an implementation roadmap to assume the client's call center operations with guaranteed service levels
3. We set up call center operations within 6 weeks, and ran all aspects of their call center

Impact / Value Delivered

1. The client realized cost savings of \$0.4M+ per annum from the outsourcing arrangement
2. A recent customer survey indicated that subscribers were happier with the level of service provided to them by the new outsourced model. Customer satisfaction increased by 35 percentage points.
3. **BlueAngle** has continued to provide call center services for the client and has maintained guaranteed service levels