



Genisys helps one of the UK's leading consumer electronics manufacturers to reduce product returns from 15% to 7%.

With over 7 household brands operating under their Group umbrella , our client was incurring significant call volumes and costs in providing customer support to its end customers. Genisys was approached with the objective of establishing new benchmarks and improving the standard of customer service while reducing both costs and burgeoning call volumes.

- Consolidate individual brand help lines into a single support line, thereby allowing optimisation in staffing levels and improving the utilisation of staff deputed to the project.
- Set up a parallel email helpline and advertised this as an option to reduce traffic to the helpline.
- Moved all call & email related support activities to the Genisys contact centre in Bangalore. This in combination with an increased emphasis on "First Time Resolution" helped to improve the customer experience.
- Included do-it-yourself measures on the IVR to reduce call volumes.
- Set up benchmarks for service parameters. The target Genisys would aim to accomplish was improved from 80% of calls answered to 90% of calls answered over a 6 month period.
- Aimed to reduce call volumes by 15% by the end of year 1.
- Established processes to reduce customer returns, including mandatory authorisation from the Helpline for retailers to accept a product refund / replacement

The Benefits

- Call answer rates increased to above 90%, with a high percentile of satisfied customers.
- Wait times dropped to under 90 seconds (from over 5 minutes before outsourcing).
- Emails were answered within 48 hours, and customers benefited from having a non-chargeable support option.
- Support call volumes reduced by over 25% by the end of Year 1.
- Genisys role and scope widened to included pre sales support within 12 months.
- Product returns have come down to 7% from 15% with a saving of approximately £750,000 per year.
- Development of an internal knowledge base with extensive details of over 2,000 product lines.
- Genisys reduced talk time from 8 minutes per call to 5 minutes per call.

In Closing

Genisys is now well into the end of the third year of support and we are the sole vendor for the clients Customer Service and Support functions, as opposed to their initial model of multiple vendors for help desk services. This case study provides an illustration of what many customers have come to expect from Genisys: high quality, consistent services at competitive prices.