



STREAMLINING OPERATIONS

A case study of performance
and cost optimisation

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Our client

Our client is a leading automotive manufacturer and retailer who strives to deliver a customer experience that sets the standard for their dealer network. It was a prerequisite that the service is delivered in a cost-effective manner and with a management time demand that is empathetic with the demands of their core business of selling cars, parts, and labour hours.

2. Background

Our clients in-house contact centre was struggled to keep up with increasing call volumes, resulting in long waiting times, customer dissatisfaction, and missed business opportunities. Our client had also experienced an increase in personnel costs as the result of their corporate structure and paygrade levels and associated benefits.



3. Objectives

The primary objectives of outsourcing contact centre services were as follows



Improve customer satisfaction

Enhance the quality and responsiveness of customer service to foster positive customer experiences and loyalty.



Scale operations efficiently

Accommodate fluctuating call volumes and seasonal demands without compromising service quality or incurring excessive costs.



Increase operational efficiency

Streamline contact centre operations, optimise resource allocation, and reduce overheads.



Enhance flexibility and agility

Adapt quickly to market changes, new technologies, and evolving customer expectations.

4. Solution

Our client carefully evaluated several contact centre service providers before selecting BDM CX as its industry expert partner who is known for its expertise in customer service. BDM CX where the service provider possessed the necessary infrastructure, skilled agents, agility and technologies to meet the clients' requirements.

BDM CX implemented the following solutions



Multichannel support

Enabled seamless customer interactions across various channels, including voice, email, chat, and social media, ensuring accessible support for customers on their preferred platforms.



Provided extended hours including bank holiday coverage to ensure that customer requirements were met i.e., the customer could communicate with the business when on their terms.



Robust technology stack

Utilised advanced contact centre software, including interactive voice response (IVR), customer relationship management (CRM) integration, and analytics tools, to streamline operations, automate processes, and gain actionable insights.



Skilled workforce

Deployed a team of trained and experienced agents with industry-specific knowledge to handle customer inquiries proficiently.



Quality assurance

Implemented rigorous quality control measures, including call monitoring, regular training programs, and performance evaluations, to ensure consistent service delivery and all underpinned by BDM TCX ISO accreditation.



Outcomes and Benefits

The outsourcing of contact centre services yielded significant outcomes and benefits for our client including



Improved customer satisfaction

Response times were reduced, and customer issues were resolved more efficiently, resulting in higher customer satisfaction scores and an enhanced brand reputation.



Scalability and flexibility

The outsourced contact centre easily accommodated fluctuations in call volumes, ensuring prompt service during peak periods and efficient resource allocation during slower periods.



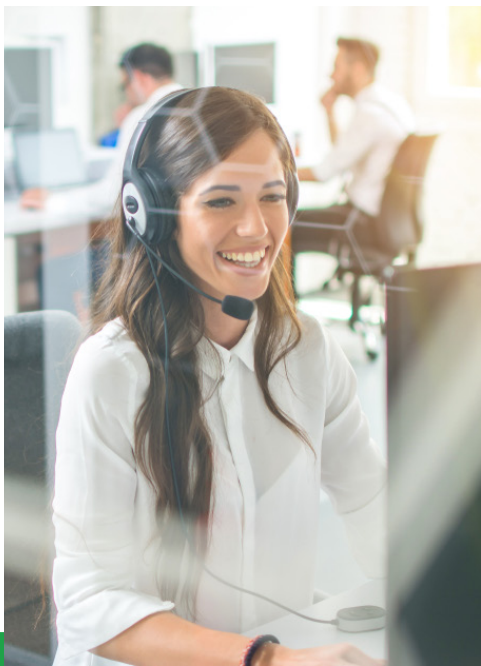
Enhanced operational efficiency

BDM CX were able to reduce their fixed costs significantly and their operational costs by approx. 45%.



Access to advanced technology and integration

Our client had a full suite of contact centre software tools made available to them along with the option of using many of their own systems which were either integrated into BDM systems or access provided to BDM CX to avoid duplicity and to ensure a slick and effective operation of the business.



Company ABC gained access to cutting-edge contact centre technologies without the need for significant upfront investments, enabling them to stay competitive and leverage the latest innovations in customer service.

In summary our client experienced

- A reduction in fixed and variable costs
- A significant increase in productivity
- Reduction in management time
- An increase in customer satisfaction
- An increase in their core and peripheral sales



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The website is developed and hosted by BDM Voice