



# SCALING A GLOBAL BRAND:

EXTENDING LIVE SERVICE OPTIONS AND **BOOSTING**  
**CSAT GLOBALLY**

*How Conectys helped one of the most admired companies in the world become **even more admired.***

## The Client

The client, one of Fortune Magazine's Most Admired Companies in the world, was founded in 1993 on the belief that the personal computer (PC) would eventually become a consumer-first device for enjoying games and multimedia. By 1996, the market had swelled to over 70 graphics chips companies, but by 2006, this company was the only previously-independent company remaining. It received a Forbes Company of the Year designation in the late 2000s; 2019 revenue was just shy of \$12 billion. The company actually spent part of the COVID pandemic recreating Pac-Man, 40 years hence, with artificial intelligence.

## The relationship

They initially approached us for help with customer experience, call resolution, call center, and KPIs related to overall customer satisfaction (CSAT).

The company's support services are designed to meet the needs of both the consumer and enterprise customer, with multiple options to help ensure an exceptional customer experience.

Their challenge was to shift workload from their current regional offices and sales team towards a dedicated team, so they could focus on sales and partner relationships.

Markets where they operate have been based on sales/country and the need expressed by regional offices.

Originally our contract was set up to cater a 2014 product launch, then the scope was expanded to their main product (>70% contacts).

Their primary goal has long remained a quality end user experience and overall

customer journey, which Conectys has been partnering with them on for six years.

## The scale



We began working with this client in August 2014. We initially provided five full-time employees (FTEs) on customer experience services. Six years later as of this writing, we are up to 30 FTE on the relationship. We began the engagement working with them six days a week; based on co-strategizing with their product leads, we extended customer experience work to Sundays. We overall manage seven markets for them -- RU, DE, FR, CN, IT, SP, PL -- and China was added in July 2017 based on collaboration with the client.

The areas of improvement that the client focused on included:

**Analyze end user patterns for reaching out to customer service:** As a consequence of presenting the business case, we have expanded the contract twice, first to include later evening hours (7PM-9PM CET for all EMEA markets) and then to include Sun (applicable for RU, DE and FR market). The impact was to extend live service options and thus have a positive impact on CSAT (where end users give a higher rate to live interactions rather than offline support).

**Analyze team structure for management and support staff:** We originally agreed on adding a Trainer position for 1-50 CSR ratio, then built the business case to sustain adding a Quality Coordinator and Trainer (coordinates the quality area, with 3 Quality specialists and executant function for trainer). This was approved by the client to ensure we build on a long-term strategy for CSAT improvement.

We monitor and report main KPIs (forecasting for volumes incoming and solved, KPIs per channel and market). The majority of implementation and changes on this contract came from input from Conectys based on analysis of end user behavior via contact center communication agents.

We help the client deploy their ZenDesk solution and customize triggers, automations and the process flows to match the internal processes, including ticket distribution, automation emails to end users, and escalation processes.

Conectys is the admin for the CRM tool, rather than being a solution that came from the client.

There is a self-service portal for end users that is being managed by Conectys. We have the ability to submit articles for review, have them approved from the client, or update as per client needs/requests.

## KPIs and Metrics

All KPIs are presented to client by overall results, within-market (seven listed above), and often by product category.

- AHT – average handling time, both for chat and call (target call: 7min / target chat: 15min)
- TAT – turnaround time, for emails and chats (a reply must be given in max 24h)
- ASOA – average speed of answer, both chat and call, target is to answer to min 90% of clients in less than 60 seconds
- CSAT – target of 90 (customer experience)
- NPS – target of 70 (brand)

We also report on overall volumes.

**Some of our notable achievements working together include:**

### CSAT:

- 3.5 points of increase in 2020 (score: 86) compared to 2019 (score: 82.5) -- as measured across the first half of 2020 for now
- In 85% of the months (60 out of 71) we had CSAT scores above 80
- In 25% of the months (18 out of 71) we had CSAT score above 85

- YOY we have registered an approximate 2 points of increase

## NPS:

- 4 points of increase in 2020 (score: 55) compared to 2019 (score: 51) -- as measured across the first half of 2020 for now
- In 68% of the months (48 out of 71) we had scores higher than 50
- In 10% of the months (7 out of 71 months) we registered scores above 60

## AVERAGE NUMBER OF REPLIES

- Chat (our chat can be continued with email replies) : 0.48 (ratio of chats continued into emails)
  - » 79% of the chats are concluded, and do not need an follow up (0 replies)
  - » Email: 2.18 (number of replies sent to solved ticket ratio)

- 74% of the emails require 1 or 2 replies before being closed (1 or 2 replies)

First Contact Resolution : 50%, higher in several months

## ASOA (Average speed of answer chat):

- 65% of chats receive an answer in less than 30 seconds (out of which 21% in less than 15 seconds)
- In 94% of the months (62 out of 66) we have registered a score above 90% (we have replied in less than 60 seconds in more than 90% of the interactions via chat)
- In 20% of the months (2 out of 66) we had a score above 95% (we have replied in less than 60 seconds in more than 95% of the cases)

## SCALABILITY:

- First quarter of 2019 : 200% volume absorption in 3 months

## The future with this client

They have inquired about Brazilian Portuguese as a coverage language, as well as Arabic. Robotic Process Automation (RPA) projects are still pending, although client-Conectys relationship is close beginning testing phase for chats and emails via ZenDesk integrated solutions.