

HEADS UP

SUCCESS STORY:

CUSTOMER EXPERIENCE REIMAGINED



THE BACK STORY:

BPO IS A COMPETITIVE SPACE. YOUR PEOPLE KEEP YOU AHEAD OF THE PACK



A leading Global Business Process Outsourcer (BPO) was struggling to improve its customer satisfaction (CSat) scores. Despite numerous strategies and investments, their efforts failed to make a significant impact. That's when they turned to HeadsUp.

THE CHALLENGE:

ADDRESSING INCONSISTENT SERVICE, LOW ENGAGEMENT, AND HIGH ATTRITION

Key challenges included:



Inconsistent customer service experiences.



Low employee engagement (EE) scores.



High employee attrition rates, leading to a loss of experienced agents.



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THE TRANSFORMATION:

HEADSUP DRIVES ENGAGEMENT AND REDUCES ATTRITION THROUGH TARGETED METHODOLOGY

HeadsUp implemented its comprehensive employee engagement methodology, focusing on the WE Index™ score to pinpoint areas of improvement to positively impact the team's engagement and reduce predicted attrition.



Opinion Pulses:

Implemented bi-weekly WE Index™ Opinion Pulses to gather real-time insights into employee engagement.



AI-Driven Analysis:

Utilized HeadsUp's AI to analyze survey responses and free-text feedback, identifying key drivers of disengagement and potential attrition risks.



Targeted Action Plans:

Based on the AI's recommendations, the contact center introduced targeted initiatives to improve leadership effectiveness, enhance training and resources, and foster a more inclusive workplace culture.



THE OUTCOME:

RESULTS AND WRAPPING UP

Quick Results



11% rise in CSat scores.



13% improvement in the WE Index™ score.

- Within 12 months of implementing HeadsUp, the BPO saw a 13% improvement in the WE Index™ score, indicating a significant boost in employee engagement.
- This increase in engagement directly correlated with an 11% rise in customer satisfaction (CSat) scores, marking a substantial improvement in customer experience.
- The targeted initiatives not only improved employee satisfaction but also led to a more consistent and high-quality customer service experience.

THANK YOU

CONNECT WITH US

For more information on how HeadsUp can transform your workforce engagement, visit headsup.co or email hello@headsup.co. Discover the difference of a solution that values both innovation and the well-being of your team.

