

## The High-Quality BPO Services You Need:

- **Rapid Knowledge Transfer and Process Migration.**  
Reach go-live in as little as two weeks, including parallel recruiting, training and technology implementation.
- **Rapid Response Transactions.** Expect 24x7 high-volume processing with turnaround time of two hours or less.
- **Rapid Volume Fluctuations.** We can handle many times your normal volume, efficiently managing monthly, quarterly or seasonal spikes.
- **Judgment-Based Research and Transaction Processing.**  
Our highly skilled, educated staff excels at customer response and research that requires independent judgment and decision-making using multi-part business rules and analytical processing.

## The Challenge:

A subsidiary of a Fortune 500 company provides a wide range of services to membership programs across the U.S., including a sizable email customer response program. However, high turnover at an in-house site in the U.S. had led to poor quality of responses, decreased efficiency and unacceptable retraining costs, including the cost to train and supervise temporary staff during volume peaks. The immediate objective was to reduce operating costs and headcount quickly, in order to align expenses with divisional revenue.

## The ICT Group Solution:

ICT Group used three operations centers on two continents to meet an aggressive go-live date. Staff was recruited and trained in less than a month. A time-sensitive, resource-intensive plan quickly documented and transferred key knowledge to ICT Group agents in India, with the support of resources in Mexico and the U.S. Simultaneously, ICT Group developed and deployed secure technology connections integrated with the client's internal email management program, meeting the target date with *no delays*.

## Bottom-Line Benefits:

- **Improved quality, timeliness and response.** ICT Group agents select appropriate responses from a catalog of over 500 approved responses, as well as relying on rules-based decisioning. Agents must process emails within 24 hours of receipt, processing 50 per hour with at least 95% answered correctly on the first attempt.
- **Significant cost reduction.** The program costs 30% less than the former in-house program, while delivering improved performance to customers.
- **Management focus shifted to higher value-added processes.** Managers and supervisory staff no longer need to spend precious time ramping up and down to address volume fluctuations, so they are able to focus on core operations.

Call ICT Group at 800-201-1085 to learn more about our comprehensive back-office BPO solutions today.

### About ICT Group:

ICT Group is a leading global provider of customer management and BPO services with 40+ operations centers and over 20,000 employees across North America, Europe, Latin America and Asia.

