

Impact 360 Success Story: Scicom (MSC) Berhad

CUSTOMER:
SCICOM (MSC) BERHAD

INDUSTRY:
Outsourcing

SOLUTIONS AND SERVICES:
Quality Monitoring and Recording

REGION:
Asia Pacific

LOCATIONS:
Kuala Lumpur, Malaysia
Bangalore, India
Tampa, FL, USA

NUMBER OF AGENTS:
1,400

RESULTS:

- Reduced call time
- Increased quality and customer service
- Improved agent and new-hire training
- Increased cost efficiencies
- Simplified complaints resolution
- Improved visibility for process improvement and decision-making

OPPORTUNITY

Scicom (MSC) Berhad is a leader in offshore Business Process Outsourcing (BPO), with specialist experience in customer contact management. Based in Malaysia with offices in India and the USA, Scicom is one of the largest employers in the contact centre outsourcing industry in Malaysia.

Since Scicom's inception in 1997, the Group has managed contact centres and related back-office functions in the Asia Pacific region for global multinational in the mobile handset industry, airlines, gaming, telecommunications, oil and gas, and IT hardware. The company manages multiple contact centres in Asia, handling interactions from 35 countries globally in 24 languages, as well as English language support for the UK, Australian, and US markets.

When Scicom was founded, Chief Executive Officer Leo Ariyanayakam looked to technology as the enabler of competitive advantage and future growth. The company turned to Verint® Witness Actionable Solutions™ for a full-time call recording solution, which would also enable Scicom to roll out a comprehensive quality monitoring program. The objective was to gain visibility into its customer service processes, enable more effective training of agents, and optimise the overall customer experience.

Ariyanayakam pointed out that the company's selection of Verint Witness Actionable Solutions' call recording and quality monitoring solution "was based on the company's solid reputation for quality, reliability, and service. Because so many of our clients are global organisations, we needed to partner with a recognised and highly visible company, whose solutions we could trust. Being able to tell our clients that we use market-leading technology is important to our long-term success."

SOLUTION

Following a thorough evaluation period, Scicom selected Verint Witness Actionable Solutions full-time recording solution with quality monitoring for its 1,400 agents. The system allows Scicom to reliably capture all customer interactions, and retrieve and evaluate them as required. The phone conversations can be searched and retrieved using a variety of selection criteria. This information helps Scicom ensure that agent performance is consistently monitored and improved, service processes are maximised, and customer satisfaction is optimised.

Ariyanayakam explains that the solution allowed the them to "gain a better understanding of our customers and the interactions we have with them. By recording and storing calls, the right people in the organisation can review and act on this customer intelligence."

"The [Verint Witness Actionable Solutions] solution is reliable, easy to use, and allows us to reduce costs and improve operations. Overall, this enables us to gain an edge in a industry known for its competitiveness."

– LEO ARIYANAYAKAM, CHIEF EXECUTIVE OFFICER, SCICOM

BENEFITS

Training

Today, every call received within Scicom's customer contact centres is recorded and stored. This is particularly beneficial from a training perspective. As part of the organisation's training program, its 1,400 agents are audited several times a month. This information is used to review the agents' performance (based on a checklist of targets) and allocate individual quality scores. Based on these scores, agents are provided with necessary follow-up training, which can include reviewing best-practice calls selected from the recordings. Quality scores are also used to determine quarterly bonuses.

The solution is also leveraged for new hire training. This allows for a more hands-on, practical approach to the induction of new agents. Says Ariyanayakam, "It provides a development framework for our staff and ensures they become more effective in their calls."

Complaints Resolution

Because every call is recorded and can be reviewed on demand, the process of managing customer complaints is simplified. For example, if a customer is unhappy with his or her Scicom experience over the phone, the appropriate manager can review the call and provide objective feedback to the agent involved. This allows Scicom to deal more effectively with customer issues, maximise opportunities for resolution, and take steps where possible to avoid similar incidents in the future.

Ariyanayakam points out that "the organisation and its customers benefit from the ability to review calls in this way, since the solution allows them to reduce complaints and minimise disputes, because agent performance can be quickly modified where necessary. It also takes the guesswork out of serving customers, because we can virtually relive the experience they had."

Return on Investment

Verint Witness Actionable Solutions software is delivering significant benefits to Scicom's bottom line. A key saving is in supervisor time and efficiency. Before implementing the solution, Ariyanayakam says, "We would need to have supervisors listen to calls in real-time. As you can imagine, this is an extremely expensive and largely manual process. Now, the process is automated and streamlined, helping Scicom achieve a significant reduction in operational costs."

Ariyanayakam also points to the solution as the driver of further savings, particularly in reducing call time. "As a result of the quality monitoring and training program, we have reduced call time with more efficient and effective handling of queries," he says.

Utilising the call recording solution, Scicom has positioned quality as the cornerstone of its business. "It would be difficult for us to function without full-time recording with quality monitoring in place," Ariyanayakam noted. With Verint Witness Actionable Solutions, he said, "We have enjoyed reliability and ease of use, and benefited both in terms of optimised business processes and bottom-line savings. Overall, this enables us to gain an edge in an industry known for its competitiveness."

About Verint Witness Actionable Solutions

Verint® Witness Actionable Solutions™ was formed as a result of Verint's successful combination with workforce optimisation provider Witness Systems. Our software and services enable organisations to capture and analyse customer interactions, improve workforce performance, and optimise service processes in contact centre, branch, and back-office operations.

Verint. Powering Actionable Intelligence.®

Verint Systems Inc. is a leading provider of actionable intelligence™ solutions for an optimised enterprise and a safer world. More than 10,000 organisations in over 150 countries rely on Verint solutions to perform more effectively, build competitive advantage, and enhance the security of people, facilities, and infrastructure.



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