

## ISP Outsourced Contact Centre: A Case Study – PSINet Europe

*“We recognised that our internal customer technical support team’s expertise was more efficiently utilised managing customer issues rather than answering calls. We therefore decided to outsource our first line support function to a trusted partner. BT has proven to be an excellent choice, adding value to our already strong relationship and allowing us to increase the level of service offered to our customers by allowing us to focus on our core skills.”*

*European Restructuring Director*

*“It was not an easy decision to put our customer’s first contact with ‘Support’ into the hands of a third party and there were certainly many people in PSINet against this.... I am pleased to say this brave decision has most definitely paid off and the service provided by BT has gone from strength to strength.... Our customers are impressed also and every day I receive compliments on the way calls are handled by the PCC and how quickly PSINet engineers fix problems...”*

*Director, European Customer Support*

### Background:

PSINet Europe, a leading pan-European provider of e-business infrastructure solutions, has chosen BT as its outsourcing partner for its multi-lingual call centre. BT was selected above its competitors to set up and manage the 365/24/7 multi-lingual support contact centre which provides first line support for PSINet Europe’s customers across Europe.

Staff for the centre are provided via a specialist BT partner. PSINet Europe’s dedicated customer database and tracking systems have been integrated into the centre, so the call centre team can log requests and issues and pass them directly to the dedicated in-house support team for technical diagnosis and fault resolution. The outsourced call centre represents, in many cases, a customer’s first contact after initial implementation, with PSINet Europe and it is vital that this first impression is a good one. Using its ICT expertise, BT designed a bespoke service, ensuring it could provide a world-class service to all customers. Today, the Outsourced Contact Centre (OCC) is regarded as a virtual extension of PSINet Europe and is going from strength to strength, with a team of dedicated native tri-lingual and bi-lingual agents committed to delivering exceptional customer service.

### Key Service Performance Achievements:

- ➔ **Total calls handled to date = approx. 34 000 !!**
- ➔ **Average answer time = 87% improvement – down to 5 secs.**
- ➔ **Abandoned calls = 80% improvement – down to only 2%**
- ➔ **Average call duration = 39% improvement – down to 3 mins.14 secs.**
- ➔ **Average ‘closure time’ of customer problems = 86% improvement – down from 60+ to under 8 hrs.**
- ➔ **‘Overnight’ trouble ticket queue = 86% improvement – down from 350 to less than 50.**

## **BT CRM Solutions Benefits for ISP customers:**

### *Key Benefits to PSINet:*

- Helped to minimise and control PSINet costs.
- Greatly Improved customer experience which can help differentiate against competitors
- Freed up resources in Operations centre to focus on core business
- Increased business flexibility – call centre resource can be tailored to manage specific campaigns or cyclical trends .
- Reduced call centre staff churn – due to quality call centre management approach.

### *Key Benefits to PSINet Europe's end customer:*

- Dedicated call centre has performance targets to ensure an enhanced and more professional service delivery.
- Quicker problem resolution.
- Multi-lingual capability to meet all of their customers needs.
- A dedicated 24/7 service

## **The Role of BT CRM Solutions for PSINet:**

The OCC's role is simple, flexible and complete:

1. Handles all incoming calls from PSINet Europe's European Customer Support phone numbers.
2. Increases customer satisfaction by offering a 360-degree delivery of service.
3. Ensures Service Levels and customer expectations are met by policing 'trouble tickets'.
4. Acts as a frontline filter for the European Operation Centre, ensuring that strategic and urgent problems are dealt with immediately by the PSINet Europe in-house specialist engineering team.

Call activity ranges from sales enquiries, to trouble shooting and of course, processing trouble tickets. Currently less than **50%** of these calls are ultimately transferred to the second line technical support team, for advanced diagnosis, demonstrating the ability of the OCC to effectively manage and filter the incoming calls. This ensures that PSINet Europe's second-line support can focus solely on the effective resolution of customer faults.

## **Continuous Service Improvement Initiatives:**

Over the last year, BT has worked relentlessly to improve service performance and fine-tune the OCC to the specific needs of PSINet Europe and its customers, based on focused analysis of the service offering. The flexibility of the OCC solution allows process change management and implementation in line with the customer's requirements and service development objectives. Examples of service improvement changes that have been made include:

- Introduction of enhanced services for VIP & Strategic customers from both a SLA and customer experience perspective.
- Review of staffing practices:

- ➔ Introduction of various European start times to cover calls received from the continent.
- ➔ Additional part-time agents into the team to cover peak calling periods.
- New scripting and process flows for greater call control = Faster response rates and more relevant information within trouble tickets.
- Introduction of new bespoke inbound service to accommodate acquired customer base.
- Installation of a 'front end' message informing customers of any major outages affecting services

#### **Why did PSINet Europe choose BT?**

- Existing account relationship - Strong understanding of PSINet Europe's business/ drivers and competitive marketplace.
- BT ICT Expertise and capability - Bespoke solution supported by a dedicated BT business manager and regular on-site review meetings between BT account team and PSINet Europe.
- Combined strength of BT and partner - providing best of breed combined service, flexibility and technology capability
- Proven Track Record

#### **About BT OCC team:**

BT OCC CRM Solutions is the 2<sup>nd</sup> largest contact centre business in the UK, answering over 1 billion calls per annum. BT OCC CRM Solutions have strategic partnerships offering 12,000 seats in the UK, Europe, North America, Latin America and India.

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***“The PSINet Call Centre exists to lay the foundations for the ‘ultimate customer experience’ for all of PSINet Europe’s customers. Its service is grounded in a commitment to quality, pride in its brand image, and a genuine desire to exceed the targets against which it is measured...”***

**PSINet OCC Mission Statement 2004.**



## Customer Reference Statement for PSINet Call Centre (PCC) Service

“It has now been 10 months since PSINet Europe decided to outsource the ‘front end’ of our Customer Support activities to a joint venture between BT and its supplier. It was not an easy decision to put our customer’s first contact with ‘Support’ into the hands of a third party and there were certainly many people in the company against this.

I am pleased to say this brave decision has most definitely paid off and the service provided by BT/ supplier team has gone from strength to strength. After an initial bedding in period, the call reception service has seen ‘answer times’ fall drastically from 45 seconds to 5 seconds and the call abandon rate from 10% to 2%. The BT/ supplier team has also gone from strength to strength and now has a full understanding of all of our products and services. They also utilise our processes and systems to ensure we provide a seamless service for our customers.

PSINet send people to the PCC and vice versa to ensure we work as a team and share experiences with each other. The PCC has also played a significant part in the improved ‘customer service’ we offer our clients: our average ‘closure time’ of customer problems has tumbled from 60+ hours to less than 8 hours and our ‘overnight’ trouble ticket queue has plummeted from 350 to less than 50.

Our customers are also impressed and every day I receive compliments on the way calls are handled by the PCC and how quickly PSINet Europe’s engineers fix problems. We hold regular reviews and as part of our service improvement team the PCC constantly strives to provide our customers with that extra special experience. Of course, being a perfectionist, good is never good enough in my book and the PCC fully supports my program for continuous service improvement. So much so, I know without their support PSINet Europe would not be in the position we find ourselves in today: happy customers that know if they have a problem then they will get a fast response to their call from the PCC and a speedy fix from our engineers. “

Jim McCartan  
*Director, European Customer Support*  
*PSINet Europe*