



# Teleperformance China streamlines its outsourcing projects and customer service with Calabrio WFM.

A powerhouse performing for some of the world’s most well-known brands and businesses, Teleperformance China implemented Calabrio WFM to accelerate its account implementation and streamline its customer service processes.

## COMPANY INSIGHT

Teleperformance, a leading global outsourcing company, began its operations in China in 2006, providing technical support and customer care for major clients across many industries, including telecommunications, electronics, travel, and financial services.

An organization of vast capability and flexibility, Teleperformance China is active in over 8 languages (including Cantonese, English, Japanese and Korean), offering 24/7 omnichannel customer service, depending on client needs. Its 3,800 multi-skilled agents are currently working on 11 ‘major’ and 12 ‘minor’ projects, all of which occurs over Teleperformance China’s 4 contact-center sites, with the company expanding to a fifth site soon.

## PUTTING PROJECTS INTO PRACTICE

“Our aim is to provide an accurate and efficient solution that will be beneficial to both our client and the company,” explains Michael Hernandez, Senior Manager in Workforce Management at Teleperformance China.

## Teleperformance China At A Glance

### COMPANY

Teleperformance China

### INDUSTRY

Global outsourcing

### PRODUCTS USED

Calabrio WFM

### THE CHALLENGE

To accelerate its account implementation and streamline its customer service processes.

### THE SOLUTION

Forecasters have found greater accuracy, scheduling analysts can test different scenarios, and managers are embracing the control it offers along with the ability to experiment with the Options settings.

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Putting this approach, along with the size of some accounts, into perspective, the largest project Teleperformance China is currently working on is providing technical support for one of the world's main technology providers. Customer service for this client sees an average of 56,394 calls a day, 60% of which Teleperformance China handles. Each call can be both lengthy and in-depth, with the lowest level of issue still requiring a call time of, on average, 10-11 minutes. Shaping channel and skills usage to client needs, for this 'major' project, agents tend to be single-skilled, working with calls or emails, yet these same agents can become multi-skilled if the need arises.

Overall, with having to be ultra-adaptive to client and project requirements, Teleperformance China calls for a WFM solution of great flexibility and efficiency so as to handle any high-volume, high-demand channel.

## THE CALL TO SPEED UP AND SPREAD SUPPORT

Teleperformance China's overseeing many well-known, high-volume projects all at the same time meant that, when the outsourcing company chose Calabrio as its new WFM provider, there were some essentials on its wish list.

In implementing a new WFM solution, Teleperformance China required a multidimensional support system that would provide both technological and consultative assistance. The WFM solution had to offer swifter technical support through improving the server situation. Taking away the frustration that had previously come with having to connect via VPN to servers in another country, which were also shared by other Teleperformance centers. The functionality of the tool was equally a must, especially in its ability to fulfill the basic needs of each team and role, such as with automated, accurate forecasting. Managers and planners also sought comprehensive after-sales support, support that they could depend on during product implementation, and after.

## READY TO FACE A CHALLENGE

In approaching the installation of Calabrio WFM into Teleperformance China's contact centers, Fan Liu, Technical Consultant for Calabrio China, was keen to make sure that all of

the company's support and project wishes were met: "My aim was, and is, to improve their accuracy and efficiency after Calabrio's implementation, and hope by utilizing our solution we can really help them optimize their operations and processes in the WFM area."

## SERVERS ON-SITE RATHER THAN ACROSS THE WORLD

Teleperformance China has felt a two-fold positive impact in now having its servers located on-site with Calabrio. Firstly, account implementation is easier with a significant reduction in delays to deadlines and projects. This is due to there no longer being the wait time of queueing behind others for server access or connecting through VPN to the US. Server connection is short distance and instantaneous. Whenever word of a new project is received, managers can set up a BU (Business Unit) in a day, rather than a week, which was the more likely timeframe before. Secondly, the localizing and sole use of servers means that generating reports and schedules is much faster.

## ANY QUESTION, ANY TIME

Through every step of its WFM implementation and usage, Teleperformance China has been helped and supported by the technical consultation that Calabrio offers. According to Michael Hernandez, the assistance "has been fantastic, providing support before and after."

This 'fantastic' collaboration is ongoing after implementing the base WFM solution and as Real Time Adherence continues to be implemented.

## REAPING THE BENEFITS OF AUTOMATED FORECASTING

Before changing WFM provider, Teleperformance China's forecasters created reports manually as their previous WFM system lacked a strong forecasting tool. However, now forecasters can upload everything and let Calabrio do the work. Michael in fact believes that Calabrio's solution has "one of the best forecasting tools that I have used in my entire workforce life."

**"I am impressed with both their tools and services which has allowed us to provide better staff planning and the associated management for our operations."**

- JOSEPH WAI, CEO OF TELEPERFORMANCE CHINA

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Furthermore, when the center ran a test to compare its forecasts using Calabrio with client forecasting accuracy, it found that, whilst the client's forecasts were on average +/-15% of the actual figures, the predictions using Calabrio WFM were much closer, at only +/-5%. The automation and accuracy of the forecasting tool, as a cog in the company's closed loop process, supports Teleperformance China's efforts to constantly increase project efficiency.

### THE FUTURE WITH CALABRIO

Managerial attention is, understandably, focused more on improving account implementation and performance, having to prioritize the set up for incoming projects. However, there is the motivation to, in the future, look at how Calabrio's WFM solution can also satisfy agents and their schedules. Calabrio's self-service agent tool is of interest to Michael: "I have a feeling it will be a great tool if we roll it out, giving us an edge for employee satisfaction. It would help both the agent find the perfect shift and the company drive better productivity and efficiency."

### VALUE FOR ALL

Though it is too early to see exact results on call quality, the value of collaborating with Calabrio is already being felt by those using it to support their client projects. Forecasters have found greater accuracy, scheduling analysts can test different scenarios, and managers are embracing the control it offers along with the ability to experiment with the Options settings. Furthermore, top-level management are feeling the security, productivity and efficiency that has come with implementing the Calabrio solution, helping to maximize profits.

### ABOUT TELEPERFORMANCE CHINA

Teleperformance (RCF - ISIN: FR0000051807 - Reuters: ROCH.PA - Bloomberg: RCF FP), the worldwide leader in outsourced omnichannel customer experience management, serves companies around the world with customer care, technical support, customer acquisition and debt collection programs. In 2015, it reported consolidated revenue of €3.4 billion (\$3.7 billion, based on €1 = \$1.11).

The Group operates 147,000 computerized workstations, with close to 190,000 employees across 311 contact centers in 65 countries and serving more than 160 markets. It manages programs in 75 languages and dialects on behalf of major international companies operating in a wide variety of industries.

Teleperformance shares are traded on the Euronext Paris market, Compartment A, and are eligible for the deferred settlement service. They are included in the following indices: STOXX 600, SBF 120, Next 150, CAC Mid 60 and CAC Support Services. They also have been included in the Euronext Vigeo Eurozone 120 index since December 2015, with regard of the Group's performance in corporate responsibility.

## Learn more about Calabrio WFM.

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