



We perform in customer care



“Working with Teleperformance has helped us increase customer loyalty and build our brand image.”

UK's leading FMCG provider.

Service at a glance

- Inbound customer Careline using a bespoke contact management database to provide complaint handling and product usage advice

Challenge

If you look through your kitchen cupboard or around your garage, the chances are you will find a selection of FMCG products – everything from kitchen towels to washing up liquid – manufactured by Teleperformance's client. This organisation is one of the world's leading consumer goods manufacturers, with a roster of well known cleaning and home care brands.

One of its greatest strengths has been the ability to create brand loyalty by building direct relationships with the consumers who use its products. To do this, it offers a variety of direct access channels over multiple media. In 1996, the organisation decided to set up a Careline in the UK. The purpose was to reinforce its positioning as the leading expert in home care.



Teleperformance
INTELLIGENT CUSTOMER COMMUNICATION

Solution

Teleperformance was chosen as the company's strategic CRM partner to set up and run the Careline. It is a partnership that has now spanned ten years, achieving many tangible results.

While the original purpose of the Careline was to handle customer complaints, the vision of both the client and Teleperformance was to provide a service that would become an integral part of the client's business.

From the recruitment phase onwards, Teleperformance ensures that new Careline staff feel an affinity with the brand. They have close contact with the client, even manning the company's stand at the Ideal Homes Exhibition. The team also takes part in many employee events and played a starring role in a video about the Careline which was used for internal marketing purposes.

Aside from human resources, the other pillar on which the Careline is built is a bespoke contact management database, designed by Teleperformance. This system provides operators with a whole range of product information during calls, from advice on product usage to scientific data. This helps Teleperformance's advisers to provide fast and detailed responses to customer queries, also allowing them to proactively solve problems. The system is fully integrated with those used by in-house departments, which means that information can be updated and shared in real-time.

The Careline has evolved over the ten years it has been operated by Teleperformance, becoming more sophisticated in its approach and taking on a range of additional functions. Whilst in the beginning the majority of calls were complaints, the focus has since moved to the provision of advice and support.

Whilst no business likes to receive complaints, for Teleperformance's client they are a vital source of information, enabling it to respond to changing customer needs. Feedback given to the Careline team by customers can be plugged directly back into the product development cycle, helping the client to improve its products and retain customer loyalty.

As consumers became more aware of the service offered by the Careline, the focus of calls started to change. Team members now spend much more of their time providing advice on product usage. The team is not just trained in how to use the products, but also in the scientific research underpinning their development. Operators are therefore able to offer consumers high levels of information in a proactive manner.

The value of the Careline has been demonstrated by its continued development and the way in which it has become more integrated with the client's internal departments. The Teleperformance team now takes an active role in all areas of the client's business, from supporting the marketing and promotion of its brands, to providing feedback for product development.

Benefits

Independent research carried out by Taylor Nelson AGB measured customer perception of customer service both before and after the introduction of the Careline.

The main findings were:

- 28% of customers were more likely to buy as a result of contact with the Careline
- 95% of Careline callers described the service as 'polite, prompt, efficient and professional', reinforcing the brand image

