

Customer Service

BACKGROUND

- A telecom operator entrusted Advancia Téléservices with managing its customer relations in order to handle a high volume of incoming requests. The objective was to offer impeccable service quality on sensitive channels, while differentiating between VIP and general public treatment.

OPERATIONAL SCOPE

- Management of incoming calls (10,000 calls/month)
- Processing of requests for information and complaints
- Dedicated support for VIP and general public customers
- Compliance with quality commitments and the customer relations charter

KPIs

- 10,000 incoming calls handled per month
- QS \geq 96% (Quality of Service)
- Customer experience rating \geq
- 92% Differentiated VIP/GP satisfaction rate

CHALLENGES


- Maintain a high level of customer satisfaction
- Reduce request processing time
- Offer a differentiated experience for high-value customers
- Preserve brand image in a highly competitive market
- Ensure continuous quality management

TAILORED APPROACH

- 1 Implementation of scripts that can be adapted to different types of customers
- 2 Dual treatment for general public/VIPs with differentiated rules
- 3 Real-time monitoring of service quality
- 4 Accurate reporting on performance indicators



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