

### → Situation

The client was launching a new range of products. Customer service support was taking up many resources, had long lead times and there was a lot of inconsistency in the performance. Directing the process was difficult due to a lack of visibility, this resulted in customer dissatisfaction. The main contractor, Hong Kong Benchmarking Clearinghouse, sub-contracted to SynergySynQ Ltd. to provide consultancy.

### → Critical Issues

- Lead time too long
- Resource occupation too high
- Lack of visibility on case and resolution

### → Reason

The new product launch created an opportunity to upgrade the customer service levels and run a trial with a new team for a more cost effective approach. They did belong to another department and were not equipped to deal with the volume off traffic. The appropriate processes, procedures, and tools were lacking.

### → Capability (when, who, what)

Five weeks away from the new product launch, a Manila based team was going to be brought up to speed on customer service delivery. This was the operational part of the project. Give the team tools, processes and procedures to get started and creating visibility in the operations.

On the strategic level, KPI's were developed and key management staffs were trained on how to gather, process and act upon the gathered information.

Certain agreements between our client and its providers were in place before start of the engagement. Therefore selecting call centre provider and the staff and systems to use were out of scope.

### → We Provided

Basic process analyses, design, and implementation of customer service process. This included training of the team and monitoring during the first week of operations.

We performed workshops with the different support teams and management to get an insight in current and future processes. Interactive training with live examples and role playing simulations got the team ready for their tasks.

### → Result

Given the timeframe, we successfully launched a 24\*7 support service. Despite the short preparation time, the teams showed enthusiasm in processing the requests. The interactive training helped them getting ready.

The majority of requests received faster response and due to the 24\*7 staffing, the team utilizes all hours in the day.

### CONTACT:

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