In 1990, a leading home improvement and building products company needed customer care support to launch a rapidly growing faucet line. This industry pioneer chose HGS for our domain and consumer experience expertise as well as our consultative partner approach. Nearly 30 years later, the partnership has been built on a strong foundation of transparency and accountability.

**Objective**

In perfect step with the client’s own innovation, HGS continuously offers new ideas and tools, with fresh updates to recruiting, training, and engagement approaches. We’ve introduced the client to today’s CX solutions, such as a video CX platform and DigiSOCIAL, in perfect alignment with this client’s evolving marketing needs.

**Our Solution**

1. **Remote Video Support**

**How We Do It**

In 2017, HGS initiated a Proof of Concept (PoC), with video support technology designed to optimize customer care support, to better identify product issues and support troubleshooting. Using a mobile app, customers can show agents a live visual of the problem via the customer’s smartphone or tablet camera. With the help of a lens-enabled CX agent, customers resolve their product issues faster. With the support app, or alternatively photos taken and texted, HGS is able to get a better view and understanding of a product issue and communicate more effectively with customers—for example, annotating photos to indicate where a product issue is occurring. This results in key efficiencies for the client—such as reduced losses as a result of more troubleshooting accuracy and equipment replacement. HGS achieved results like 129 interactions avoided per month, for potential cost-containment, better average handle time (AHT), lower product return rates, and improved CSAT.

**Business Result**

With this innovation, HGS significantly reduced cost of service by improving first-call resolution (FCR). Our agents identified parts to be fixed or replaced faster, which reduces overall service delivery costs. In many cases agents were more effectively able to walk the...
For this client, we employed our standard recruitment strategy of hiring people for a career rather than a job. This means ensuring our agents are hired for the technical skill required for product troubleshooting. Based on skills and performance, we then group our talent pool by the following groups: Tier I, Tier II, Tier III, Floor Support, Quality Assurance, Social Media, Email, Program Coordinator, and Concierge (a white glove/red carpet service for touch faucets, designed for showrooms and now opened to retail).

Per our team leader onboarding program, new team leads can pilot their role for 90 days to ensure skills and training are set for leadership. With this variety of support and development, we assign agents to the right customer and skill set required.

In terms of employee engagement, HGS provides the flexibility of work-life benefits, with about 20% of the team offered the work-at-home opportunity. Additionally, HGS provides development opportunities, with sales skills offered via upselling opportunities at the customer warranty service point. These team members have been identified as making true bottom-line contributions for the client.

**2. Enhanced Employee Engagement**

**How We Do It**

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In August 2017, service levels were achieved with results like less than 1% abandon, stellar average handle time (AHT), and strong performance for full product conversion.

About HGS
HGS is a leader in optimizing the customer experience and helping our clients to become more competitive. HGS provides a full suite of business process management (BPM) services from traditional voice contact center services and transformational DigiCX services that are unifying customer engagement to platform-based, back-office services and digital marketing solutions. By applying analytics, automation, and interaction expertise to deliver innovation and thought leadership, HGS increases revenue, improves operating efficiency, and helps retain valuable customers. HGS expertise spans the telecommunications and media, healthcare, insurance, banking, consumer electronics and technology, retail, and consumer packaged goods industries, as well as the public sector. HGS operates on a global landscape with over 44,200 employees in 69 worldwide locations delivering localized solutions. For the year ended 31st March 2017, HGS had revenues of US$ 555 million. HGS, part of the multi-billion dollar Hinduja Group, has more than four decades of experience working with some of the world’s most recognized brands.