



## GREETINGS FROM FUSION BPO!

Are you wondering **how to handle surge** in call volumes or takeaway orders during peak hours? Does your business experience **unpredicted volume increase** due to external factors like weather? **How do you staff** for such fluctuating volumes in your contact center?

Read more about how we provided a solution to an existing client!



## Problems to solve

- Volatility in demand during lunch and dinner categorised as rush hours.
- Varying demands throughout the year while minimizing headcount variance.
- Emergency changes in demand due to special events and/or weather changes

## Previous practices

- Cap volumes at capacity and limiting the services provided to end customers which has led to low/poor CSAT.
- Move volumes from phone to chat to increase agent utilisation and improve capacity, since chats provide an opportunity to treat 3 customers simultaneously.
- Create priority customer groups, which leads to dissatisfaction from the other groups.

## Key Points

1

One of the largest online food-ordering enterprises that connects diners with local restaurants.

2

Fusion BPO was providing the contact center services with 10-15 FTE since Oct 2016.

3

In June 2017, client awarded the entire chat services after Fusion had proven itself to be a trusted partner.



# Fusion BPO's Solution

After a thorough due-diligence by Fusion BPO's subject matter experts and specialists, Fusion BPO team provided the below solution:



Right location shoring from USA to Montreal, Canada.



Ramp up personnel needs through a network of part time resources readily available in Montreal. Hired 300 part time employees.



Exclusive technologies and "Program Specific" Learning Tool.



Advanced management techniques imported from different industries (such as Tech Alerts and SWI's)



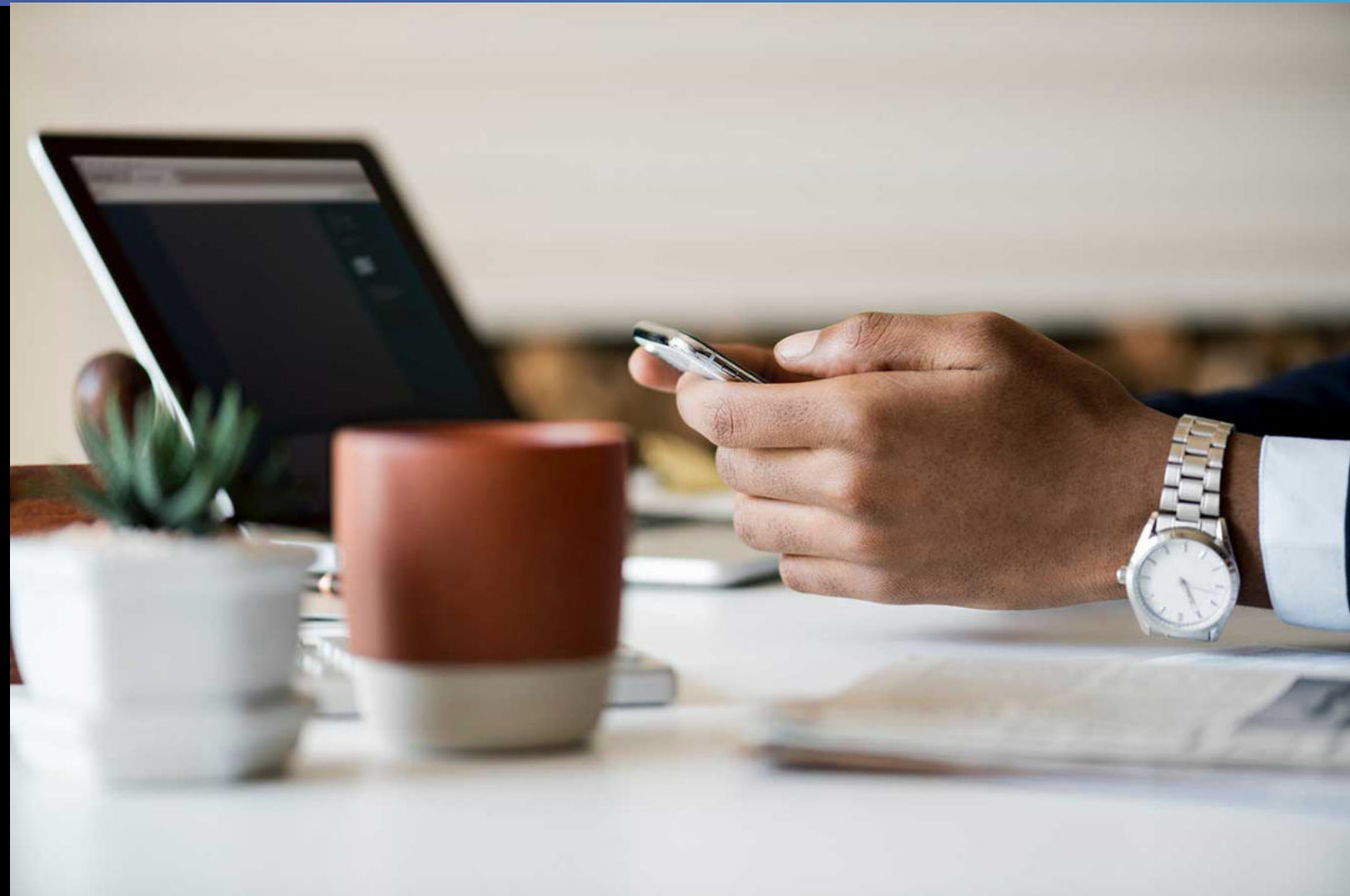
Flexible schedules that suit the business needs as well as the part-timer's interest, becoming an attractive employer for qualified personnel.



Non-paid time off granted during periods of low volume and overtime incentives during high volume.

## Scope of Services

18 X 7 telephone and chat support in English with an average non-peak headcount of 300 agents from Montreal, Canada delivery center.







## BENEFITS

- 1 Scale 21X through Fusion BPO's solutions
- 2 Improvement of CSAT metric reaching between 85%-90%.
- 3 Met concurrency target of 2.4 allowing better agent utilisation, increasing profit margins for all involved parties.
- 4 Able to manage the rush hours smoothly without having a negative impact on CSAT.
- 5 Better productivity/ chats per hour.
- 6 Reduction in total cost of ownership of the customer support function.

## Next Steps & Continued Improvement in this engagement

- Global expansion including Caribbean and Latin American service centers.
- Introduction of machine learning and artificial intelligence powered chat bots.
- Cross-trained buffer staff to handle extreme volume during holiday season.

If you would like to discuss any specific requirement or if you have any questions, please click the link and kindly share your details/requirement/questions.

We would be very happy to arrange a meeting/call  
**+1 (866) 581-0038.**



## Our Locations & Languages

### Locations

Canada, USA (8), El Salvador, Philippines (2), India, Jamaica, Albania, UK

### Languages

English, Spanish, French, Brazilian Portuguese, Portuguese, German, Italian, Greek, Arabic, Swedish, Danish, Finnish, Norwegian, Dutch, Japanese, Mandarin, Korean, Cantonese & Other South East Asian languages



A close-up photograph of a person's hands holding a silver smartphone. The person has pink nail polish. In the background, a laptop keyboard is visible on a wooden desk. A semi-transparent dark blue rectangular box is overlaid on the center of the image, containing white text and icons.

**Are you impressed by now?**

 **+1 (866) 581-0038**

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