



Increased Efficiency in Order Processing

Client: US' Leading Telecommunications Company
Process: New enrollments/order processing

The client is a market leader in the US telecommunications industry, providing fixed telephone, mobile telephone, and broadband subscription television services.

Communication infrastructure is the backbone of a functioning economy. The Telecom services are getting deeply intertwined with entertainment of all types, competing with cable and entertainment businesses. Thus telecom operators require greater efficiency in managing traditional mobile and fixed telephone operations.

The Client's Challenge

To reduce the processing time of new enrollments without allocating additional resources/costs across multiple segments and lines of businesses.

- Accelerate commencement of billing for new orders, including the signature client group comprising few hundred customers that contributes several billions to annual sales
- Reduce or maintain the enrollment accuracy rate of processing new requests

The Solution

STARTEK transitioned and managed the multifaceted enrollment work, and subsequently completed an assessment of workload and consolidation opportunities. Based on the observations, the following recommendations were made to the client –

- Redesigned the workflow and centralized unloading of all news order from respective industry segments and revenue categories
- Realigned resources and assembled a universal agent pool to handle orders from all segments to drive greater productivity and gain uniform proficiency across types of orders/requests
- Assembled a scanning team to efficiently sort exceptions and distribute workload to improve production efficiency



35%

Average reduction in cycle-time in the last 6 months, activating billing faster



20%

Decline in monthly rejects, leading to less reworks and higher CSAT



~\$1 Million

Savings in 6 months through reduction in FTEs, managing same or more workload