



Call Center Take Over

Outsourced call center to EBDS saves telecoms provider over \$1.2M annually

Client Background

1. Client is a \$20M local telecommunications provider that serviced over 5 million service users.
2. The client mostly provided telecommunications infrastructure (mobile applications, branded smart phones and services) to its customers. Company is based in Accra, Ghana.
3. On average, the client's call center serviced 535 calls per day and operated 24/7.
4. The client's competitive advantage was hugely based on innovation.

Client Issue

1. The Company was spending about 35% higher than industry benchmarks to operate a call center due to a number of factors:
 - Call center operator hiring strategy
 - Escalation of issues that could be solved at a tier one level to their tier two provider, thereby incurring additional costs
2. The Company also wanted to focus on their core strengths which was to develop innovative solutions for their subscribers.

The client engaged EBDS to assume their call center operations.



Business Applications

Automation of select business processes in back-office functions – Finance and HR

Action / EBDS Solution

1. EBDS developed an initial assessment on how much the client could potentially save by outsourcing its call center operations
2. Our analysis included the optimal number of resources required to run the call center and deliver the level of customer service the client demanded
3. We developed an implementation roadmap to assume the client's call center operations with guaranteed service levels
4. We set up call center operations in Accra within 4 weeks, and employed 120 staff to manage the call center

Impact / Value Delivered

1. The client realized cost savings of \$1.2M per annum from the outsourcing arrangement
2. A recent customer indicated that subscribers were happier with the level of service provided to them by the new outsourced model. Customer satisfaction increased by 35 percentage points.
3. EBDS has continued to be the client's call center provider for about two years and has continued to maintain guaranteed service levels for all months