

Case Study Telecommunications

Boosting sales and efficiency with AI-powered employee engagement and performance platform



Our client, a leading telecommunications provider from Switzerland, was faced with the challenging task of continuously optimising service quality in its customer service centres, strengthening sales and simultaneously reducing operating costs - particularly in connection with the introduction of nearshore strategies. To successfully manage this balancing act, Capita implemented the innovative Centrical performance and engagement platform.

Challenges

Sales

Increase in up- and cross-selling.

Quality

Increasing service quality and optimising efficiency.

Cost

Reducing operating costs while increasing service quality simultaneously.

| How we helped



+57%

Sales acquisition

+14%

Sales Annual Order InTake

25%

Resource reduction through automation

+3

Points increase in NPS

| Our approach



Automation

The implementation of the fully automated performance and engagement platform has saved resources and reduced latency, resulting in higher employee satisfaction.



Sales & NPS increase

By creating personal, team-based and group-based competitions, we were able to significantly improve performance.



Interactions

The performance tool offers direct feedback and praise functions, which has greatly improved appreciation, motivation and interaction.

“Centrical is a great tool for managing performance and supporting our teams on a day-to-day basis!”

Client on the use of the tool at Capita

