

airisX Limited

Case Study #4

Version 1.0: Aug 28, 2017

Presented by: Terry Woltman

airisX:

Address	Room 1207, Energy Plaza, 92 Granville Road
City, state, ZIP Code	Tsim Sha Tsui, Kowloon, HK
Phone number	+1.702.751.3519
Contact name	Terry Woltman
Title	CEO
Phone number	+1.702.751.3519
E-mail address	terry@airisx.com
Solution group	Business Services
Solution offering	Managed Services
Project name or title	CONFIDENTIAL

Case Study for CONFIDENTIAL

Company profile

Client 4 is a medium-sized App developer, making a popular and growing personal information aggregation. *Client 4* is a globally distributed team, with existing staffing located in the Philippines, both foreign (expat) workers and domestic staff. Their app is used by a global client base, with corporate clients using the tool for internally tracking employee information at a number of Fortune 500 companies. The app allows clients to submit their information to the app, which will then create a full reports to the client, so they have all their information in one convenient place.

FURTHER DETAILS:

- Mid-sized App developer
- Revenues in 2016: \$15.5 million.
- 5 full time customer experience agents

Business situation

Client 4 had, as noted previously, procured their own staffing within the Philippines to fulfill several roles. While the software does a good job of handling a great many of the different information formats, in the event of a failure, the system generates a ticket so that the information may be entered manually. Additionally, the Philippines agents handle all customer support requests via the app, social media, webchat and e-mail.

Client 4 was experiencing issues with their 5 customer experience agents, and felt the cost efficiencies were not being fully realized, while quality was not on par with expectations. Additionally, scalability of the staff beyond their existing staff was untenable as management was located internationally. The client requested airisX propose a solution to resolve these issues.

airisX looked at the client's entire process and organization and identified a number of initial key areas that would provide the greatest impact to the client's success, and hence, bottom-line.

Solution Overview

airisX Limited provides high quality, low cost offshore solutions. We found that the oversight of the team, and incentive scheme was not suited to the work and staffing that had been procured. Additionally, little documentation, process or work-flow design had been completed, meaning current staffing often recreated processes during the course of their work.

airisX proposed a managed team solution be provided to the client at an hourly cost reduction savings of 50.18% below their current staffing. Additionally, airisX was able to propose a documentation/process work-flow that would increase productivity by at least 15%.

The key areas of value add were:

1. 18x7 customer support with Fluent English
2. Metric based contracted support with performance penalties
3. Process driven reproducible work flow

The client agreed with the airisX findings, and requested an immediate migration of the positions to the proposed managed solution. A transition plan was identified and the airisX implementation team migrated the services to our Service Delivery team for on-going support and service.

OUTSOURCED CUSTOMER EXPERIENCE

Client 4 was supporting their customers from internal staff within Philippines, but unfortunately these staff members did not have a strong process in place, even though the client had the tools for tracking and metrics, nor did the existing staff have strong English or time management skills.

airisX resources first codified all common issues from the client's support ticket history, designing a process for easy identification of support requests with templates while learning the client's system. Additionally, metrics and performance reporting was configured in the existing system, as well as escalation pathways and inter-team communications.

Since the client migrated their entire support team to airisX, we were able to implement a 18 hour 7-day response team with redundant coverage, ensuring all support requests are handled promptly and correctly. The system is able to handle multiple levels of escalation, to client's developers. This ensures all issues are handled within 24 hours and resolved to the best ability of the organization.

Benefits

Client 4 has realized real gains in their business far beyond the costs of the service (a 50.18% savings). They have seen their per agent productivity increase to 21.18%, well beyond the projected 15%. Overall net savings, while service quality increased, as been around 70% aggregate.

In addition to the cost and efficiency gains, the quicker and more predictable responses to system and customer requests have driven increased net review scores on both the Google Play Store and the Apple iOS Store of about .7 each (out of 5, from 4.0 to 4.7). This increase has additionally lead to better rankings in their category and even more downloads with higher engagement.

Products and services used:

- Transition Team, Business Process Design and On-going Account Management.
- Managed Customer Support Services.
- *No third-party products or services used for the solution.*

Services provided by other groups or companies:

No third-party products or services used for the solution.