

Case Study

# Multi-Country BPO Team Enhances Customer Service



## Results

The BPO services provided by Northern Lights revolutionized the customer service function of the communications company.



## OPERATIONAL CAPACITY

The Northern Lights BPO team provided 24/7 support and addressed more than 813,000 requests during 2023.

## Challenge

A large graphic design and visual communications company needed to provide 24/7 service to its customers. However, the company's U.S.-based customer support team was overwhelmed with communications from more than 14,000 accounts and found itself managing over 6,000 emails each day. Adding to this challenge, the talent pool in the U.S. was stretched thin with few skilled customer service representatives readily available.

## Solution

Northern Lights Technology Development was engaged to provide targeted customer service assistance:

- Northern Lights created a business process outsourcing (BPO) team consisting of 31 customer service representatives.
- Team members were split evenly between Northern Lights' offices in India and the Philippines, ensuring the client company would receive uninterrupted support in the event of an adverse event in either location.
- Given the quality of Northern Lights' work, the team was soon expanded to cover 11 different functional areas supported by 94 Northern Lights customer service specialists.



## SERVICE QUALITY

Requests were precisely routed to the correct customer delegates, facilitating a success rate of 99.99% in 2023.



## PROCESS AUTOMATION

Northern Lights led an initiative to automate incoming requests, enabling customers to streamline their service experiences.