

Financial Gaming - Customer Service

Across 4 Continents

The Challenge

NOUS is a fast growing, global, financial gaming app that wanted to create an effective customer service solution, which they could outsource whilst retaining a high degree of day-to-day input and control over. COL had to ensure that:

- All regulatory obligations were adhered to.
- Quality was not adversely affected by outsourcing - it should be improved.
- The solution could adapt to changes at the company as it grew.
- The solution could deal with a variety of languages.

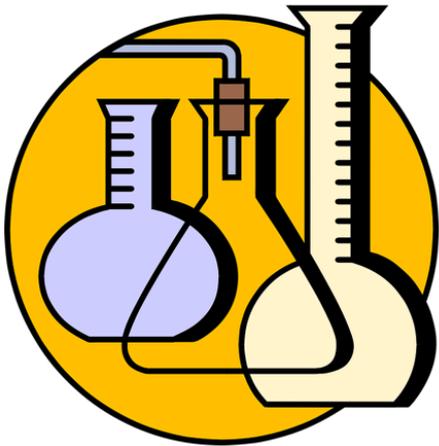
Additionally, it was imperative that COL build process(es) that worked within NOUS' company structure, priorities and resources available.



Our Solution

We interviewed key stakeholders to understand their ways of working and desired outcomes. We developed process maps, RACIs and SLAs. Finally, we put in place a team to manage the enquiries and trained and managed them.

1. We defined all the processes that were necessary to process customer data, conduct legally required checks, and approve/deny user applications to use the game.
2. We ensured customers got a response within 24 hours and built a process that ensured the right people got the correct information, fast, where escalation was necessary.
3. Certifying the quality of information was equally important to the speed of response. Therefore, to ensure that language was not an issue for a global user base, nor for a multi-lingual customer service team based in Calcutta, we instituted a check in the process to translate all enquiries and documents.
4. Throughout the project, COL also monitored reviews and social media for negative comments and policy infringements.



Output

- Improved customer satisfaction.
- COL hit every benchmark set by NOUS
- Freed up resources within NOUS to focus on growth activities.
- Sped up the customer service process, while improving quality and reducing cost.