



Teleperformance

"It was important to us to find the best product on the market as we felt that this was a vital way of communicating one of our key company values, 'transparency'. Through the use of Opinion8, we are now able to evidence that we provide a high quality and transparent service to our clients."

Rachel Robinson, Group Business Development Director

The organisation

Teleperformance is the worldwide leader in multichannel customer experience. They have been providing customer care services for leading companies throughout the world since 1978, with expertise in many markets and verticals.

The challenge

Teleperformance wanted to find new ways to verify independently that they are delivering on core company principles such as customer focus and transparency. They sought the opinions of key clients in order to establish to what kind of information they would be interested in having access. Clients were keen to get direct feedback straight from their customers.

The solution

Teleperformance chose Opinion8 as part of their three-pronged approach for measuring satisfaction, alongside call monitoring and mystery shopping. Opinion8 services are provided to some of their key clients such as Sainsbury's, NBS and the Environment Agency.

The benefits

- Clients can access performance reports at any time from any PC, and see how satisfied their customers are with the contact centre services Teleperformance are providing. In this way, both Teleperformance and their client organisations are getting valuable feedback about the quality of their customer services.
- Feedback is real time and accurate.
- Clients are able to see and hear verbatim comments from customers.
- Clients are able to be alerted should any of their customers feel unhappy about the service they received enabling them to execute heroic recoveries.
- The results help clients to understand the public perception of its services, assess the customer experience, and improve its contact centre operation.

About Square Systems and Opinion8

Square Systems is a UK-based developer of integrated software solutions for contact centres. Square Systems specialises in leveraging open source technology for application in contact centres.

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