



Client Case Study





Summary



Orange wanted to understand why their Net Promoter Score was so low (-40) and brought in CCL consultants to review their operational efficiency and customer satisfaction. CCL carried out a 3 month Fact Find, the result of which was a recommendation to redesign Orange's operating model and associated processes, the provision of improved technical capability for the customer service and technical advisors and a review of supplier contracts.





Scope



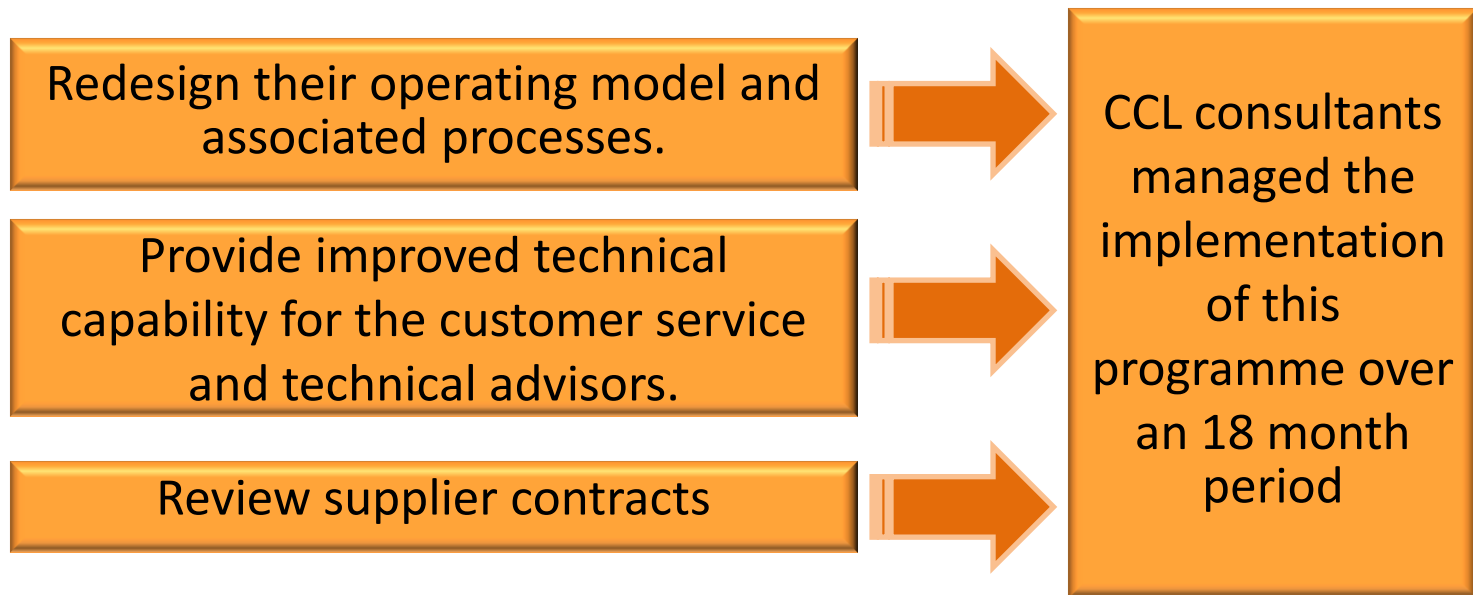
- Review operational efficiency and customer satisfaction
- Redesign Orange's operating model and associated processes
- Design, development and facilitation of training programmes
- Planning and project managing the move of a 200 seat Sales Contact Centre
- Provision of improved technical capability for the customer service and technical advisors and a review of supplier contracts.



What We Did



CCL carried out a 3 month Fact Find resulting in recommendations to:

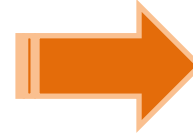




Results

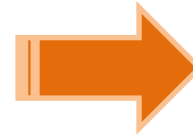


Implemented the new operating model and streamlined the functional teams



 Call transfer
50% in 5 days

Designed a new structure of performance management and implemented measures for advisors



 Resolution rates by 12%

 Net Promoter Score moved up by 39 Points (-40 to -1)





Results



Over the 18 month period that CCL worked with Orange Broadband, their Net Promoter Score moved from -40 to -1.

Broadbandchoices 2011

*- Highly Commended Bundles
Providers Clarity of Pricing/Billing.*

Top 10.com Broadband Awards 2010

*- Winner Best Customer Benefits
September 2010.*



Designed, built and implemented a diagnostic tool

Reviewed and managed supplier contracts and relationships

Reviewed processes and changed where required



Client Testimonial



“CCL is a respected organisation that in various lives, both at Orange and elsewhere, has provided skilled professionals who really deliver change. They are passionate about the customer experience and know how to analyse what's happening to ensure the right actions can be taken to succeed. CCL possesses specialist skills in developing and implementing customer strategies which directly improve performance, customer growth and retention. Their consultants have 'hands on' experience and can design and deliver, with a real people-centric approach. It's an organisation that realises true customer value and doesn't outstay its welcome.”

Jackie O'Leary, Vice President of Service, Orange UK

