

Unlocking Millions in Savings for a Middle Eastern Bank

Enhanced Efficiency, Optimized Service Journeys, and
Transformed Contact Center Performance

\$3.7 Million Projected Savings

Project Summary

A major retail bank in the Gulf Cooperation Council (GCC), undergoing leadership and strategic transformation, asked COPC Inc. to evaluate and improve its contact center's performance. COPC conducted a comprehensive CX assessment and redesigned a critical credit and debit card service journey, resulting in significant operational, financial, and customer experience improvements.

Key Pain Points



Inconsistent processes across hiring, training, and employee performance management



Significant performance variation between staff causing inconsistent customer experiences



Siloed CX insights with limited impact on operations and sales



Measurement inefficiencies affecting the integrity and usability of performance data



Fragmented service journeys, especially in high-volume service areas

Project Objectives



Assess performance against COPC CX Standard requirements, best practices, and high-performance benchmarks.



Establish operational excellence and a robust governance model as a foundation for growth.



Uncover process gaps impacting service and cost.



Redesign a critical service journey.

Solution

COPC conducted a comprehensive customer experience (CX) assessment and service journey optimization project, leveraging the COPC CX Standard and the COPC team's deep CX operations expertise. Upon completion of the initial assessment, the client recognized that the identified performance gaps and COPC's recommended solutions were critical to achieving the organization's improvement goals. The client engaged COPC for a second phase of work, which included hands-on implementation support to facilitate the deployment of targeted remediation strategies.

Comprehensive CX Assessment

The initial review examined all aspects of the bank's contact center operations across all customer segments, with detailed assessments in key areas:



Workforce Management



Customer Experience and Quality



Operations and Performance Management



Technology and AI Utilization

Service Journey Assessment and Redesign

Focusing on the supplementary debit and credit cards issuance process, COPC:

- Conducted end-to-end current state mapping and blueprinting across all possible channels
- Identified gaps across people, process, and technology
- Identified inconsistencies among various customer contact channels
- Redesigned metrics and performance reporting
- Optimized "future state" journey blueprints

Strategic Impact

The initial review examined all aspects of the bank's contact center operations across all customer segments, resulting in the following:

Implemented Data-Driven Management:

Strengthened use of insights to improve service quality

Improved Operational Control:

Delivered better forecasting, quality and agent performance

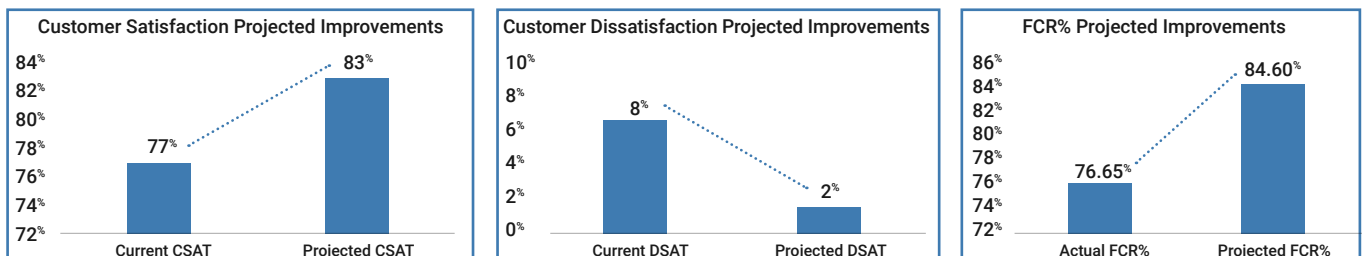
Optimized CX: Simplified and restructured a high-volume service journey

Achieved Cost and Efficiency Gains:

Achieved sustainable ROI through targeted process optimization

Additional KPI improvements are expected following continuous implementation strategies.

Supplementary Card - Projected Improvements



Changes in the Supplementary Cards Issuance Service Journey are expected to yield the following benefits:

- Decrease DSAT by 75%
- Increase FCR performance by 10.4%
- Decrease Turnaround Time by 33%
- Increase CSAT performance by 7.8%

Results & Projected ROI

During phase one, COPC identified strong returns and business value from the comprehensive CX assessment, and service journey blueprinting and optimization work. After collaboration with the client to complete the detailed recommendations during the second phase of work, COPC projected the following improvements:

Service Level Agreement Target Setting:

Optimized service level agreement targets without impacting the customer experience

\$1.9M USD

Variation Management: Reduced KPI outlier performance variation, such as AHT

\$172K USD

Forecast Accuracy: Improved processes and forecast bands (+/- to actual) resulted in more precise schedules, fewer staffing gaps, and enhanced service levels

\$535K USD

Quality Evaluations: Enhanced calibration process, refined agent and program-level sampling approach, clearly defined attributes and implemented a structured corrective action approach. This approach reduced errors and repeat contacts, improving overall quality

\$103K USD

First Call Resolution: Decreased repeated contacts for the debit and credit card issuance service journey

\$940K USD

"The findings and improvement recommendations provided by COPC within this timeframe were very insightful and significant. The team was impressed with the level of detail and structured approaches provided by COPC."

- Chief Executive Officer

About COPC Inc.

COPC Inc. provides consulting, training, certification, benchmarking and research for operations supporting the customer experience. The company created the COPC Standards, a collection of performance management systems for customer experience operations, customer experience management, vendor management and procurement.

Founded in 1996, COPC Inc. began by helping call centers improve their performance. Today, the company is an innovative global leader that empowers organizations to optimize operations to deliver a superior service journey. COPC Inc. headquarters are in Winter Park, FL, U.S., with operations in Europe, the Middle East, Africa, Asia Pacific, Latin America, India and Japan. www.copc.com.