

# Case Study: The Adoption of the COPC CX Standard

Concentrix



“Applying the COPC CX Standard perfectly aligns with our vision to be the greatest customer engagement services company in the world.”

— Ankit Poothia,  
Director, Concentrix

## About Concentrix

Concentrix is a global business services company, delivering extraordinary customer, employee and user experiences for more than 650 of the world's best brands. The company has an uncompromising vision: to be the greatest customer engagement services company in the world. Concentrix has contact center operations located across 6 continents in 40+ countries, conducting billions of interactions in 70+ languages for client touchpoints each and every day. To support their operations, Concentrix made the strategic decision to use the COPC CX Standard across the entire organization.

## Concentrix and the COPC CX Standard

Concentrix certified its first site, Peterborough, in 2005. Since then, the company has created a new milestone in 2018, certifying a total of 30 sites. These include:

- Peterborough (2005)
- Bangalore (2007)
- Manila (2010)
- Daleville (2010)
- Niagara Falls (2010)
- Braga (2013)
- Dalian (2014)
- Foshan (2014)
- Sapporo (2014)
- Fukuoka (2014)
- Hiroshima (2014)
- Auckland (2014)
- Lake Mary (2014)
- Jacksonville (2015)
- Porto (2016)
- São Paulo (2016)
- San Jose (2016)
- Rio Rancho (2016)
- Southfield (2017)
- Ranchi (2017)
- Vadodara (2017)
- Tokyo (2017)
- Gurugram (2017)
- Erlanger (2017)
- Suzhou (2017)
- Managua (2017)
- Hamilton (2018)
- Wellington (2018)
- Seoul (2018)

This is possible as Concentrix has invested and trained more than 300 leadership staff to the latest COPC CX Standard, covering all geographies and key functions. Functions with COPC CX Standard certification include:

- Operations
- Training & Quality
- Human Resources
- Compliance
- Workforce Management
- Business Operations

## Why the COPC CX Standard

Concentrix reviewed more than a half dozen other standards but landed on the COPC CX Standard because it was the only one that met their strategic objective and could be applied across 10 industries. Today, the COPC CX Standard is fully integrated into the culture at Concentrix, influencing every part of the business. The COPC CX Standard performance management system is so trusted, it is the go-to framework for addressing any operational issues that arise.

“ The COPC CX Standard is one of the most recognized and respected performance management systems. A results-driven standard that provides a proactive approach, it is a perfect fit for us. ”

— Sanjeev Angadi,  
Sr. Director, Concentrix

### Example #1: End-user Satisfaction

End-user satisfaction for a key program had plateaued. Even after multiple action plans, no improvement occurred. Furthermore, CSRs were spending more time in coaching versus on the phone with customers, all without results. Performance was beginning to have a negative impact on End-User Satisfaction.

### Solution

- End-to-end review of key customer-related processes using the COPC Standard
- Identification of opportunities beyond skills
- Action plans created to improve performance:
  - Recruitment quality improvements
  - Nesting focus for new hires
  - Enhanced transaction monitoring
  - Process level key driver analysis

## Results

- End-User Satisfaction reached 90%, setting a new benchmark
- Within three months of performing the COPC Baseline Review and putting an action plan in place, results were evident

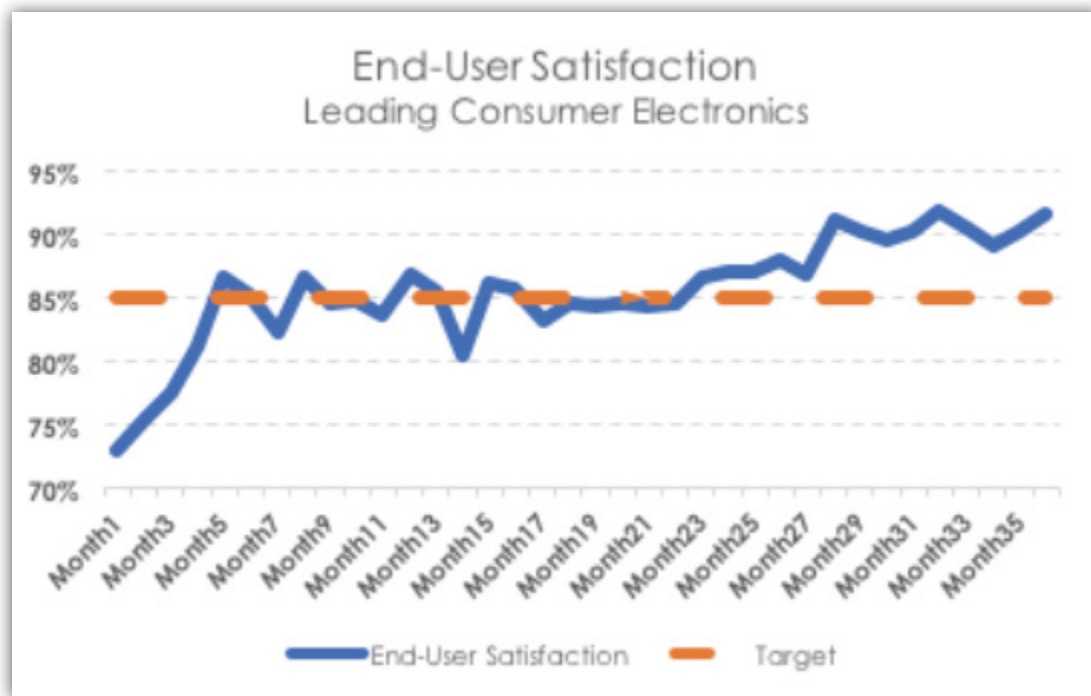


Figure 1: After implementing a COPC CX Standard-based solution, the program was able to make additional strides in improving End-User Satisfaction scores.

## Example #2: Recruitment Quality Performance

Minimum hiring requirements weren't established across the business, and there was no structured approach to understand whether or not existing recruitment practices were contributing to high performance. There was also a lack of metrics for measuring performance success.

### Solution

- Baselining Recruitment Processes vs. COPC Best Practices
- Establishing Minimum Hiring Requirements & Skills Verification Matrix
- Improving recruitment verification approaches
- Establishing & tracking of Recruitment On Time and Recruitment Quality Performance; Baselining same helped to identify new key opportunities

## Results

- Recruitment Quality performance met the COPC High Performance Benchmark of 80%
- Improvement in Recruitment Process resulted to hiring 940+ less staff, equivalent to an ROI of > 1 Million USD



Figure 2: Following deployment of COPC CX Standard-based solutions, Recruitment Quality Performance increased from 68% to a consistent level of 82%, exceeding the COPC Recruitment Quality Performance Benchmark.

“ There is no doubt that the COPC CX Standard has had a profound and positive impact within our organization, for our clients and, most importantly, for the end-users we support. ”

— Ankit Poothia,  
Director, Concentrix

## 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](http://www.copc.com).

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