

NewStreetGroup

Customer Management Business Continuity

The people resourcing solution for
mitigating COVID-19 disruption

- Demands on customer management are set to rise
- Staffing levels will be hard to maintain
- Our bespoke resourcing service will mitigate the risks

At present, it's hard to make accurate predictions about the full impact of COVID-19 on the UK.

It is, however, certain that customer management will face major difficulties through the course of 2020. The Customer Contact Association (CCA Global) has reportedly received "a significant surge in enquiries" from companies seeking to implement better home working and alternative operating solutions augmenting existing operations.

Positive diagnoses will likely interrupt service delivery and potentially impact or even close contact centres and customer service operations in England and Ireland. Over the coming months, the nature of the challenge will evolve.

The twin threats to customer management in business:

Customer demand

- Increasing pressure on day-to-day operations due to a higher number of calls/contacts from consumer and business customers.
- Volumes expected to be particularly high in insurance, banking/financial Services, utilities, ICT/mobile/broadband, healthcare, welfare/benefits, helplines
- Customer queries likely to be more complex and involved. Customers likely to be more emotionally stressed than in 'normal' periods.



Employee supply

- Until there is widespread immunity in the UK population, up to 20% of the workforce may be absent at any given time. Customer management teams risk being understaffed.
- Whole customer service and management operations may be forced to close at short notice.
- Employees will need an advanced skillset to deal sensitively and professionally with complex calls from upset customers.



Customer management continuity: Here to support you

Customer management continuity is a specialist resourcing service for outsourced, managed service and in-house customer management teams. We source and engage high-calibre candidates with the enhanced skills this unique situation requires – especially the emotional intelligence and listening skills that distressed customers value so highly. We build a pipeline of professionals who can follow a defined process to get to the right outcome, while using initiative and sound judgement to smooth each situation.

Building your talent pipeline

1. Rapid research and briefing phase.
2. Design a multi-faceted sourcing strategy.
3. Formulate the blueprint for talent - and create the person spec.
4. Find and engage with people who are the perfect fit.
5. Screen and assess candidates for entry to pipeline.
6. Deploy talent from the pipeline, as required.

A solution you can trust

We combine proven experience with smart, sophisticated hiring and assessment techniques.

- 10-year track record in resourcing customer management and operations teams.
- Directly relevant hiring experience in key sectors from financial services to charity.
- Sourcing and screening informed by our unique combination of talent market intelligence and behavioural science.

Tangible results

During previous engagements, we have proven our ability to deliver:

- **Time to hire cut by 40%** - to maintain staffing and service levels.
- **Increase in quality of hire by 60%** - improving productivity and performance.
- **Employee retention extended by 150%** - reducing costs and raising service levels.

Short & long-term business benefits

Our solution supports you in:

- Minimising operational disruption and prevent increases in call waiting times
- Minimising damage to customer satisfaction and brand equity
- Boosting long-term customer loyalty through meeting and exceeding expectations
- Reducing churn through putting the right people in the right roles
- Minimising additional associated costs

“BrightPool, part of New Street Group has been a valued supplier for over 7 years. We have been extremely satisfied with its service delivery over the years and it has resulted in BrightPool becoming one of our go-to core suppliers for resourcing solutions.”

Director of Operations, Big 4 consultancy firm

Find out more now

To discover how our Customer Management Continuity solution can help your business navigate 2020, please call **01423 877060** or email **ipennell@brightpool.co.uk**

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