



NPS Improvements for Bilingual Financial Services

CLIENT CHALLENGES

- Multi-vendor BPO partnerships unable to scale for seasonality
- Challenges in sourcing both skill sets and bilingual English/French speakers and limited in geographic markets
- Desire to create a better customer experience using resources that have working experience using products that support complex customer engagements
- Tremendous burst capability required for late Q4 and early Q1
- Undertaking the largest deployment of video support in the history of the customer service industry

WHY THE ARISE PLATFORM

- Provides access to mature, professional Service Partners, who bring real-life experience working through tough personalities and environments that resonates with B2B and B2C customers
- An advanced, flexible model that addresses intra-day consumer demands that can scale to help with seasonality
- Arise eLearning approach instrumental in the virtualization and delivery of product instruction
- Strong customer experience delivery in both English and French

ARISE SOLUTIONS & RESULTS

Solutions

- Phone and video channels, Tier 1 & 2 Product / Software Support: (logins, amends, e-file rejections, refunds), Print File (privacy & security)
- B2B and B2C support
- Arise eLearning provides enterprise virtualization and administration of services and product instruction across all vendor partners

Results

- Single partner program achieving 13 point year-over-year gain in NPS and achieving seasonality flex by 442%
- #1 vendor status across all key client metrics, and strengthened relationship lead to launch of support programs new business segments in parallel with growth of 2017-2018 tax season support

