



CAPITA

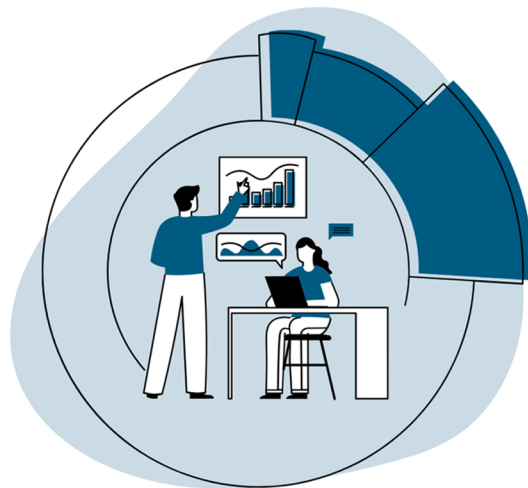
VoiceSage Helps Capita Enhance Their Clients' Customer Experience

About Capita

Capita is a world leader in **technology-enabled business process management and outsourcing solutions**, and spans both the **public and private sector**. It embeds a range of innovative customer service solutions to help its clients grow, become more profitable and **deliver the best experience possible**.

The Challenge

The key challenge for Capita was to help clients **decrease their inbound call rates**, so that calls were reserved for queries that couldn't otherwise be automated. They also wanted to **reduce costs and gain feedback in order to improve customer satisfaction**. They required solutions that complemented their analytics engine and helped their clients perform a variety of **proactive customer contact functions**.



The Solution

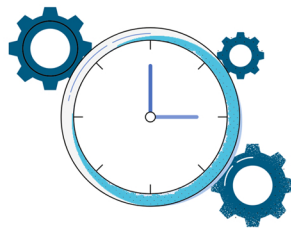
VoiceSage worked with Capita to provide **SMS, Rich Media Messaging and Interactive Voice Messaging solutions**. This would allow clients to send proactive outbound messages, such as delivery notifications, to help **curb inbound contacts and call costs**. It also allows clients to send out **surveys to gain customer feedback**. With **RMM**, customers can complete the survey conveniently through their message. These surveys can be used for many reasons such as to **monitor customer satisfaction and agent CSAT, to aid promotional campaigns, or to measure the performance of third parties**. All of the data is collected in Capita's analytics software to produce **performance metrics**.



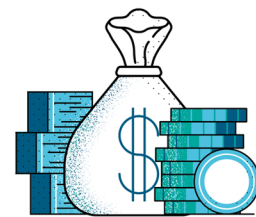
The Results



**Curbed
Inbound Calls**



**Optimized
Agent Time**



**Reduced
Costs**

Thanks to VoiceSage, Capita's clients can continuously **improve their customer experience**, and gain a useful feedback loop that gives them **actionable insights** which allows for improvements to be made. The outbound messaging solutions not only **lower costs and curb inbound calls**, but also **optimize agents' time**, as they can **focus on other queries**.

“Our clients' customers really appreciate getting up-to-date, accurate information about things like delivery time or engineer visits. It really ups their appreciation of a brand and its service.”

- Michael Cheng, Quality Insight & Strategy Manager