

Intellicom Centers Case Study: Consumer Lifestyle Surveys

Client Situation	Our Solution	Transition	Operations	Impact
<p>The client needed to conduct detailed & specific consumer lifestyle surveys</p> <p>To reduce the cost of acquisition per survey</p> <p>To ramp up quickly in order to meet increased demand for profiled data</p> <p>To increase production capability without losing operational control</p> <p>To build an outsourced business model with improved accountability</p> <p>To reduce the time per survey without compromising the accuracy of data captured</p>	<p>Our business model incorporated solutions for all client needs</p> <p>Based on extensive research and analysis, we offered to bring down the cost of acquisition per survey by at least 25%</p> <p>Developed an MIS module that allowed the client access to performance metrics daily</p> <p>Developed a “spot-audit” module to check data accuracy</p> <p>Developed an in-house Computer Assisted Telephone Interview (CATI) Application.</p>	<p>The transition team started with a process of documenting all processes and mapping them to client needs</p> <p>Client team provided on site train the trainer program to facilitate training of all ramp up batches</p> <p>Advisor profile was identified and training needs were chalked out.</p> <p>Technology and software team tested the application and made changes to ensure quick flip over from screen to screen</p> <p>Pilot team of 10 advisors was launched mid-2003</p>	<p>Calling lists are analyzed and indexed at COB every day and the next days dialing pattern is established in advance</p> <p>Daily, Weekly and monthly reports sent to the client and trends analyzed</p> <p>The Quality assurance group works independent of the operations group and checks for accuracy of data by voice & screen monitoring as well as data audits</p> <p>Close to 200,000 surveys completed till date</p>	<p>The cost of accusation per survey has been reduced by almost 30%</p> <p>4 Batches of 15 advisors each have been added to the program with all batches achieving performance goals within target time of 2 weeks</p> <p>The client now receives performance reports on daily basis.</p> <p>ZERO complaints regarding quality of data in last 3 years.</p> <p>Process stability maintained – no TL / Manager changed/quit.</p>