

Nomination: 18335

## Teleperformance & Adobe Partnership Drives Best-In-Class Customer Experience

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| <b>Page: Entry Information</b>   |
| <b>Entry Title</b><br>Teleperformance & Adobe Partnership Drives Best-In-Class Customer Experience   |
| <b>Category</b><br>T01 - T11 - Achievement Categories > T02. Innovative Achievement in Customer Satisfaction   |
| <b>Submission Format</b><br>An Essay of up to 625 Words  |

## Essay

Teleperformance, a global digital business services company, boasts a workforce of over 410,000 individuals proficient in 300+ languages. Our global scale and local presence allow us to be a force of good in supporting our communities, our clients, and the environment.

India is Teleperformance's hub for Digital Business Services with the largest multicultural team of 90,000+ individuals, providing world-class contact center services to 200+ clients across industries. Empowering world's best brands to adapt to disruptive digital innovations, we enhance CX via the latest technology and human touch.

### ABOUT THE CLIENT

Adobe Inc. is an American multinational computer software company headquartered in San Jose, California, has a rich history centered on the development of multimedia and creative software products. Recognized as a NASDAQ-listed company, Adobe has consistently demonstrated its commitment to innovation in the dynamic landscape of software development.

### STRATEGIC BUSINESS PRIORITY

Teleperformance handles Adobe's global customer support (phone, chat, social media) for accounts, retention, refunds, orders, licensing, & technical issues.

### SOLUTIONS DEVELOPED & DEPLOYED BY TELEPERFORMANCE

The following are the key technological advancements that have been made to transform customer experience for Adobe:

1. AI-powered messaging platform: In 2021, Teleperformance invested in a messaging platform to enhance advisor-customer interactions.
2. RPA: Automation directs customers to the right support experts, integrating bots across tools to minimize resolution time.
3. Driving Analytics: Accurate insights on top call drivers and customer feedback, aiding in the development of new features and addressing critical bugs.
4. Automation on Refunds and Invoicing: This has helped us to improve overall customer effort scores by 6%
5. Customer Assist Bots: Continuous improvement on bots to help customers save time and drive quick resolution by self-help (13.5 %)
6. Agent Assist Bots: Sheldon is an agent assist bot designed to provide rapid real-time support to agents to save time, enhance first-contact resolution, and elevate CX by quickly addressing queries and offering customized assistance.
7. WFM Optimization: Cuts queue pain by putting the right agents in the right shifts.
8. Real Time Monitoring Bots: Designed to send real time alerts, improving by 10%.
9. Sophia: Automated personalized onboarding process created for Adobe customers while reducing the employee time.
10. SIX Sigma projects
  - High Five boosted CSAT with 5-star ratings
  - CSAT – Improve CSAT to 89% | Tenure – 3 Months
11. L3-L1 - To reduce AHT, enhance CSAT, and streamline resolution by establishing a dedicated Bomgar queue for L3 experts to engage with customers, while L1 gathers details and connects with L3.
  - AHT Improved by 3 Mins in 4 months
  - CSAT Improved by 2.6% in 2 months
12. TP QA Unify Dashboard - Revamped Power BI dashboard for easy navigation, transforming existing reports into actionable pages to efficiently oversee operational KPIs.

### BENEFITS DELIVERED

14 years of Teleperformance partnership with Adobe strengthens YoY, with both teams collaboratively delivering best-in-class "Customer Experience, Efficiency, and Transformational Outcomes" since 2009.

Top milestones achieved together are:

1. Customer Retention Rate: Teleperformance's targeted programs like Retention English 45, TP Prompto, and Supervisor Coaching Accreditation, increased Retention Rate by 66% and Average Recurring Revenue by 19% in the last six quarters.
2. Right First Time (RFT): This CX metric analyzes the reason for a delayed resolution leading to a 7% improvement in RFT.
3. DSAT: Focusing on bottom 2 ratings on the 5-pointer scale resulted in 3.3% reduction in DSAT on customer surveys.
4. Product Engagement: Adobe customers with direct support interactions showed a 7% higher engagement score in monthly product usage.
5. Customer Effort: Regular reviews of content, BOT/IVR accuracy, training, and WFM tools reduced customer effort for enhanced satisfaction.
6. CSAT: Achieved 88% CSAT on the 5-pointer survey scale. Overall, 4% improvement in CSAT through initiatives like – Mystery Shopping, DSAT Self-Assessment, Project Phoenix
7. Reduced Customer Complaints: Text/speech analytics and proactive agent processes minimized customer complaints.
8. Revenue Generation: Via cross/upsell: 2021 - \$0.6 Mn to 2023 - \$1.6 Mn.

**For this category please provide**

An essay of up to 625 words describing the nominated innovative achievements since July 1 2021, **OR** a video of up to five (5) minutes in length illustrating the same.

Optional (but highly recommended), a collection of supporting files and web addresses that you may upload to our server to support your entry and provide more background information to the judges.

**Credits**

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Audio (Mp3), Documents (PDFs, Word, PowerPoints), Images (PNG, JPG, TIF), and Video (Mp4)

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