Raising standards in customer care for a fast food platform provider

Case Study

**Situation**

Providing a secure place for consumers to order food and track their delivery, while giving restaurant owners a secure channel to receive orders, this company has disrupted the takeaway food market and experienced significant growth.

Although only active in the UK for a few years, the brand was experiencing fast and significant growth. However, the consequence was demand for customer care and restaurant support that came close to overwhelming their processes and systems.

At the time, their in-house call centre in the south of the UK did not have the capacity to handle the volume of calls received during peak times. The structure was also very informal and didn’t support their business growth.

Staffing was also a problem. With demand typically highest between 5pm and 11pm this, combined with the location of the call centre, made it increasingly difficult to recruit the right people for the job. As a result, a challenging culture prevailed within the customer support centre and resulted in low quality of service.

**Solution**

After assessing the client’s needs, SYKES proposed several options to meet their requirements, including UK work-at-home, near shore, and offshore.

These options offered agility, flexibility, staffing and price points for the client to consider. Some gave lower hourly rates, while others minimised total cost of ownership. All of the solutions gave the client access to SYKES’ professional implementation and operations management, and allowed them the opportunity to conduct a successful pilot before committing to the service.

They selected SYKES’ near-shore site in Cluj, Romania and the pilot started with 12 agents, increasing to 24 agents within just a few weeks, before doubling again to 48 agents.
**Outcome**

The pilot was a success, with the team growing from 12 to more than 40 agents in just a few months, while delivering higher quality customer service than the internal team had.

Agent tenure improved, too, meaning that retained agents had a higher level of knowledge and experience. And customer service costs were reduced by around 20% when compared to the UK.

As the client’s needs changed and they looked to further improve their costs, they decided to move offshore to SYKES in Cebu, saving them a further 20%. This team has grown to over 500 full time agents and is due to grow again to 700 in 2019.

In addition to providing considerable capacity and exceptionally high-quality support, SYKES’ service has extended to supporting restaurants with their menu development, which enables them to sell more and build their business, too.

**Key Points**

| Provided nearshore, outsourced customer support | Initially provided 12 agents, which grew to 48 agents | The programme was then moved offshore to SYKES Cebu | This saved the client further 15-20% in costs | Headcount grew to 500 and will reach 700 agents in 2019 |