# BPO Optimizer Case Study

## WE ACHIEVED:

| Over $6M ROI in Year 1 | **66%** Reduction in BPO Agent Configuration Failure Rates | Increased adherence efficiencies | Reduced manual entry errors | Lowered BPO Agent costs |
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## EXECUTIVE SUMMARY

Companies often have multiple business process outsourcers (BPOs), and therefore, multiple productivity reports with varied metric calculations. ethosIQ has developed a patented solution, the BPO Optimizer, which collects data from all BPOs, normalizes the calculations, and displays this data in any target WFM system. This standardizes KPIs across BPOs and facilitates transparency and visibility. The information here reflects the experience of a Fortune 500 streaming provider that saw an opportunity to improve WFM reporting capabilities across its enterprise servicing portfolio.

## THE OPPORTUNITY

A Fortune-500 streaming provider was struggling to provide business leadership with quality reporting of Workforce Management metrics. This was due to the diversity of their data sources: they had 6 disparate outsource providers, who all had different WFM solutions in addition to the target WFM system. This inhibited a clear view of BPO productivity and activity and timely, efficient reports. This, in turn, resulted in an adverse effect on service levels and unmanageable call center occupancy rates, which led to increasing cost per call. The various WFM systems led to challenges in syncing data between the different interval metrics and challenges with real time analysis due to reporting time variances. The combination of all these factors resulted in a need for even more WFM resources,

## THE SOLUTION

ethosIQ installed a data collector, the Customer Engagement Platform, to connect all 6 vendor WFM systems to the target WFM. The BPO Optimizer obtains schedules for current plus 30 days from each BPO as well as activity and schedule changes every 30 minutes. It then translates and delivers schedules and any changes to the target WFM daily and every 30 minutes. This enabled a clear, comprehensive overview of standardized BPO metrics for business leadership.