

Case Study

Revolutionizing BPO Vendor Management with Strategic Oversight and Control

Challenge Presented

A leading consumer electronics corporation faced dissatisfaction with their BPO partners due to high turnover, inconsistent communication, declining customer satisfaction, and rising costs. They turned to Intelassist for strategic improvements, focusing on transparency, attrition reduction, quality control, and cost optimization.

Senior Vendor Managers
Solution
Consumer Electronics
Industry
10,001+ employees
Company size
2 employees
Employees provided

Client Background

Our client, a global major appliance and consumer electronics corporation, has longstanding partnerships with five large multinational BPO companies comprising over 5,000 agents based in Metro Manila. Despite these partnerships, our partner faced growing dissatisfaction due to:

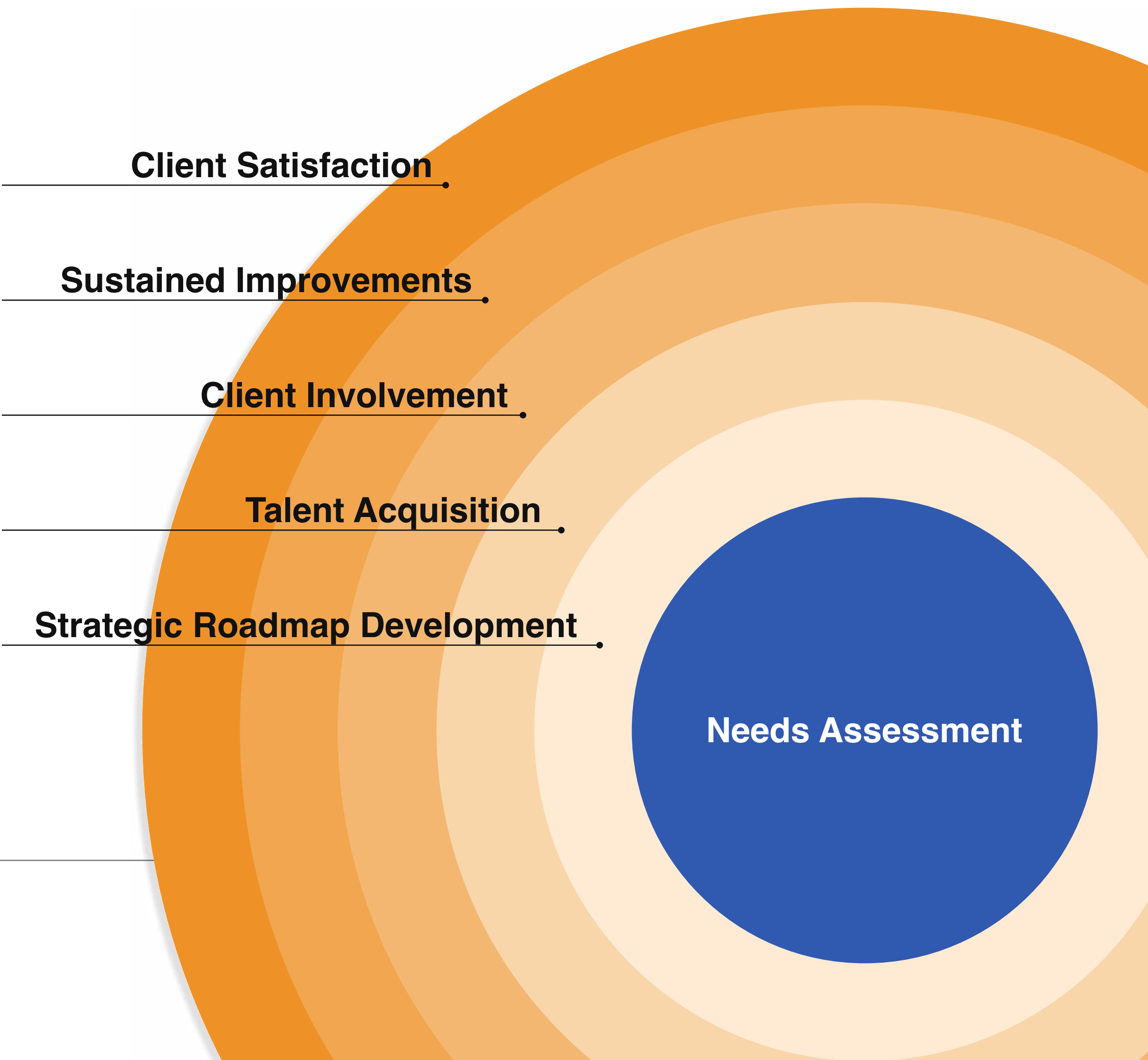
- **High attrition rates**, leading to significant costs for onboarding and training new team members.
- **Lack of communication and transparency** from existing BPO partners, resulting in delays in addressing challenges and implementing necessary changes.
- **Decreasing customer satisfaction scores**, which posed a threat to future sales and overall client satisfaction.
- **Lack of KPI adherence** from current vendors
- **Rising operational costs**, partly driven by inefficiencies and a failure to optimize staffing processes.

The company approached Intelassist with the aim of finding a partner capable of leading and implementing strategic improvements across their vendor partnerships. Their objectives were clear: increase transparency, minimize high attrition rates, improve quality control, ensure KPI adherence, and identify cost reduction opportunities.

Our Approach

I. Needs Assessment

To address the client's multifaceted challenges, Intelassist implemented a dynamic and multi-layered strategy, designed to drive transparency, operational efficiency, and sustained improvement. The engagement began with an in-depth needs assessment, during which Intelassist facilitated a series of in-person meetings with the client's leadership. These sessions were critical in allowing Intelassist to grasp the nuances of the client's business model, operational bottlenecks, and overarching goals, ensuring that any solution proposed would be closely aligned with the client's strategic objectives.



II. Strategic Roadmap Development

From this thorough assessment, Intelassist crafted a detailed strategic roadmap, containing actionable steps and tailored specifically to the client’s requirements. The plan focused sharply on enhancing communication transparency, strengthening quality control processes, and identifying pathways to achieve cost efficiencies. Each stage of this roadmap aimed to systematically address the root causes of the client’s dissatisfaction with their existing BPO partners, such as frequent staff turnover, fluctuating performance standards, and insufficient communication.

IV. Client Involvement

Actively involving the client in the recruitment and training process further strengthened the partnership. The client’s team personally visited Intelassist’s office in Eastwood to conduct face-to-face interviews, fostering alignment and ensuring the selected candidates were a strong fit for the client’s culture and objectives. Following a successful recruitment process, the newly appointed Senior Vendor Managers were flown to the United States to further integrate themselves into the client’s operations. This business trip served not only to expedite their onboarding but also to provide a deep, firsthand understanding of the operational landscape they would oversee.

Key Roles & Responsibilities

Intelassist assigned two Senior Vendor Managers to lead the operational and strategic efforts of the partnership. Their primary responsibility is to oversee vendor operations, ensuring that overall operational metrics are met and that the client’s key performance indicators (KPIs) are consistently exceeded. By closely monitoring performance and addressing potential bottlenecks, these managers play a pivotal role in aligning the vendor management process with the client’s high standards for efficiency and quality.

In addition to managing metrics, the Senior Vendor Managers maintain continuous communication with the other BPO partners, which is crucial for managing day-to-day operations and upholding high service standards. This engagement ensures that daily service levels, customer experience, and quality measures remain aligned with the client’s expectations. They also manage compliance measures to guarantee that all operations adhere to the necessary regulatory and contractual requirements.

Furthermore, their role in managing vendor relationships includes conducting comprehensive performance reviews and identifying areas for improvement. Through these reviews, they pinpoint opportunities for enhancing service quality and achieving cost savings, contributing to both immediate operational efficiencies and long-term strategic advancements. Their expertise in navigating vendor dynamics and implementing improvements makes them essential in optimizing the client’s BPO operations and achieving the desired outcomes.

Timeline of Events

Day 0-30	Day 60	Day 75-82	Day 90 onwards
Intelassist submits resumes for the SVM roles. In-person interviews are conducted at Intelassist's office in Eastwood City.	Two Senior Vendor Managers are officially onboarded.	Both Senior Vendor Managers travel to the U.S. for business meetings with the client's leadership.	The SVMs begin visiting various vendor sites to implement changes and provide operational oversight.

III. Talent Acquisition

Understanding the critical role leadership plays in operational success, Intelassist tailored its talent acquisition efforts to source two Senior Vendor Managers with proven expertise in vendor management. These individuals, carefully selected for their ability to tackle the unique challenges presented by the client, were swiftly onboarded and tasked with reporting directly to the client’s Director of Vendor Partner Management. By placing highly skilled professionals in these pivotal roles, Intelassist ensured that the team could begin addressing operational issues without delay.

V. Integrated Approach to Solutions

Intelassist’s approach, combining rigorous assessment, strategic planning, and hands-on client collaboration, ensured that the solutions were both targeted and deeply integrated into the client’s organizational framework. By focusing on long-term objectives and immediate challenges, Intelassist positioned itself to deliver sustained improvements across the client’s BPO vendor partnerships.

Performance Measurement and KPIs

Although the client did not establish formal KPIs for the two Senior Vendor Managers, Intelassist proactively took the lead in tracking critical metrics related to operational performance, attrition rates, and quality control. By maintaining continuous communication between Intelassist's VP of Business Development, the client's primary contact for Intelassist, and the client, Intelassist ensured that progress was meticulously monitored and aligned with the client's expectations.

The client provided the necessary communication tools, allowing the two Senior Vendor Managers to directly interact with vendors and ensure alignment with the client's objectives. Both managers provided regular updates to our client's Director of Vendor Partner Management, ensuring transparency and facilitating ongoing adjustments to strategy where needed.

Partnership Outcomes and Client Feedback

Since partnering with Intelassist, our client has witnessed several notable improvements. The management provided by the Senior Vendor Managers has significantly enhanced operational efficiency. Their adept oversight of vendor partnerships has resulted in streamlined communication and increased responsiveness from BPO partners, facilitating smoother interactions and quicker resolution of issues. The meticulous definition of roles and the consistent engagement with vendor operations teams have fostered a more disciplined approach to adhering to service level agreements (SLAs). As a result, the adherence to SLAs has markedly improved, contributing to more reliable and predictable service delivery.

Intelassist's intervention has also led to substantial cost control benefits for the leading appliance and consumer electronics corporation. By identifying inefficiencies and optimizing various processes, Intelassist has played a crucial role in reducing overall operational costs. This cost reduction has not only improved the client's financial performance but also enhanced their ability to allocate resources more effectively across their operations.

Feedback from our client highlights their satisfaction with the progress made, particularly noting that "They are doing great and catching on very quickly. Thanks for the great finds!" This positive reception underscores the value of Intelassist's commitment to meeting our client's business objectives and delivering meaningful improvements.

Conclusion and Future Directions

The successful partnership between Intelassist and the Fortune 500 company has brought about significant improvements in vendor management, operational efficiency, and cost reduction. With a strong foundation established by Intelassist's Senior Vendor Managers, our client is well-positioned to continue optimizing its BPO operations. Future efforts will likely focus on further refining KPI targets, improving vendor relationships, and expanding strategic initiatives to enhance performance across the board.

