



GNResearch  
EXPERIENCE

**WARNING!**  
**THIS IS NOT**  
**A TECHNICAL**  
**PRESENTATION!**  
**JUST TRYING TO LOWER EXPECTATIONS**

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Co-Founder and CEO

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# TELEPERFORMANCE



We are the worldwide leader in  
**outsourced omnichannel  
customer experience  
management.**

We are experts in people interactions and  
it gives us the edge in delivering a superior  
customer experience in every contact.



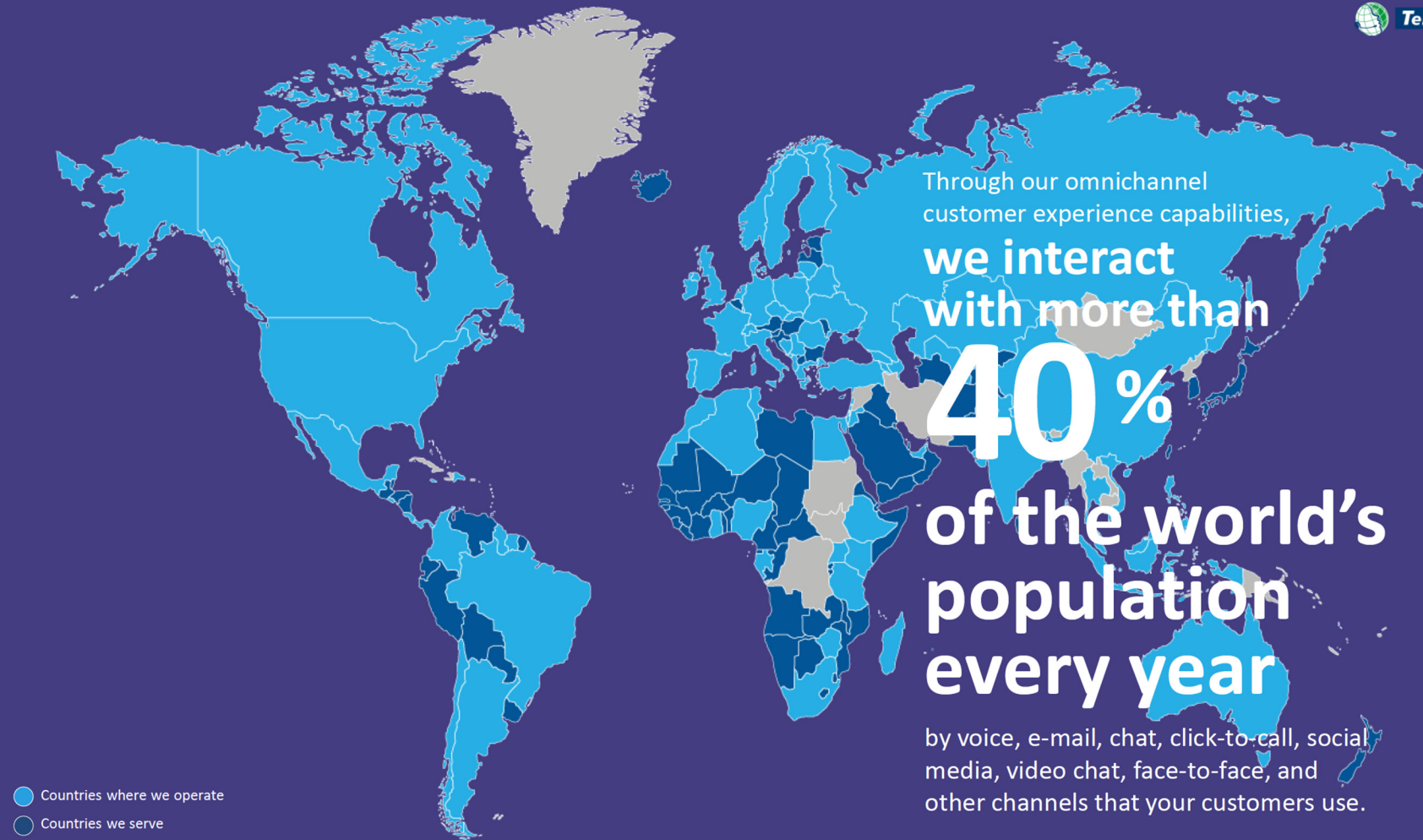
We have the  
**largest multicultural  
team** in the market.

With  
**217,000**  
passionate  
employees

Located in  
**74**  
countries

**340**  
facilities

**163,000**  
workstations





# GN Research



**Customer & Employee Experience  
Design, Measurement & Management**



**Predictive Analytics**



**Enterprise Feedback Management**



**Marketing Research**



**CX Redesign**



**2016 = 20 millions TO & 100 Clients**

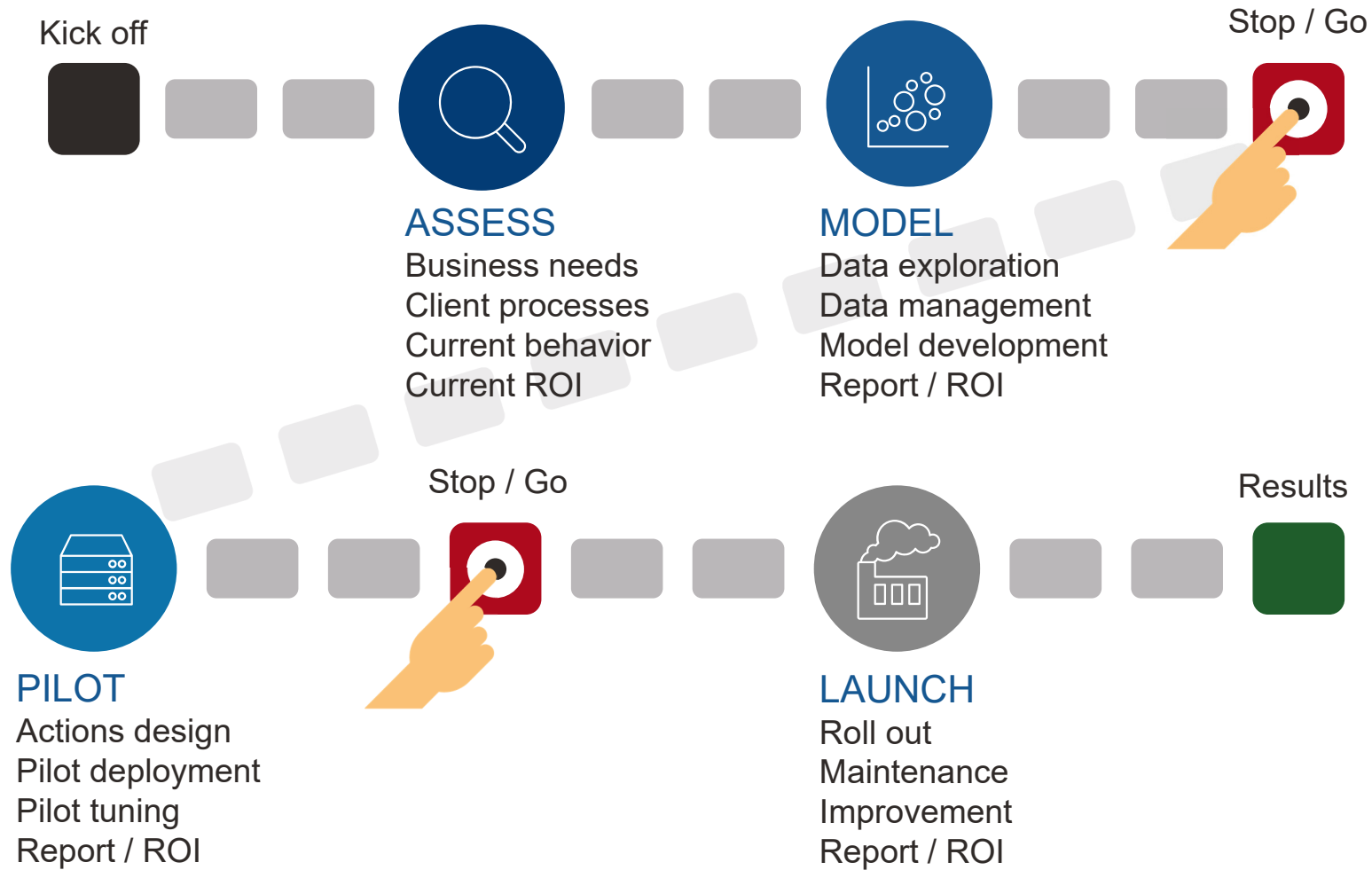


gnresearch  
SHAPING EXPERIENCE

ON  
TARGET

Predictive Experience Management

# Methodology





The background is a blurred office scene with several people working at computers. A semi-transparent blue overlay covers the entire image. A brown circle is positioned on the left side, containing the text 'Case Studies Predictive Complaints' in white.

# Case Studies Predictive Complaints



## Predictive complaints management

Case study

CLIENT



Multinational banking and financial services company



Top 10 banks worldwide

main RESULTS



Complaints reduction



Customer Satisfaction improvement

### from ISSUE

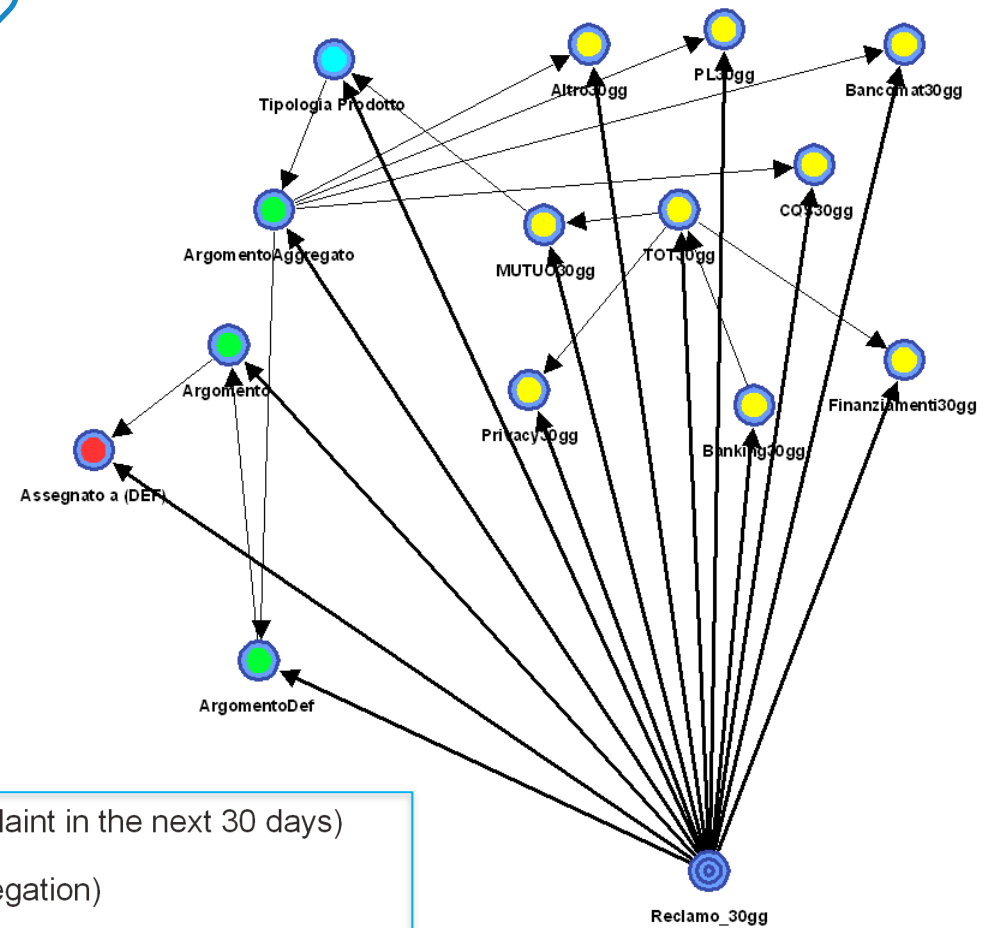
- **High complaints** rate for financial services (8k complaints/year)
- **Low levels of Customer satisfaction/** experience especially about mortgage management services
- Unrelenting **Customer base reduction**

### to OUTCOME

- Leveraging on past data (complaints and CRM data, by customers), we created a **predictive model** to anticipate complaints event
- Deployment of the model on Contact Center operations (based on Customers calling the contact center during the week before), through a weekly **scoring** (Customers at risk)
- Addressing **caring actions**, with actions tailored on the specific issue, verified through proactive outbound caring calls



# Complaints



- Target variable (presence/absence of a complaint in the next 30 days)
- Reasons for call (with different levels of aggregation)
- Product type
- Count of CC contacts in the previous 30 days, per reason of call and total
- Team to whom the contact is assigned

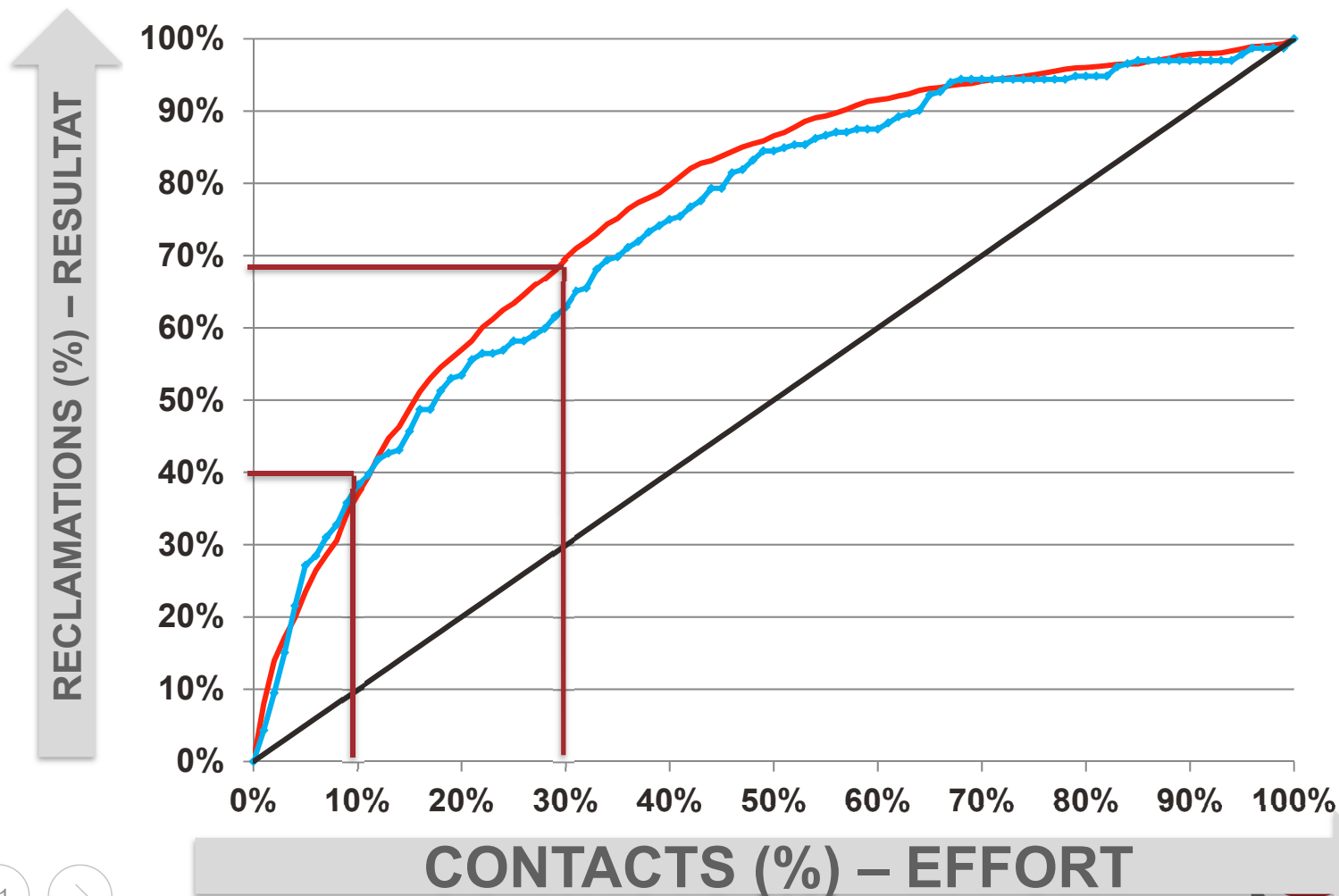




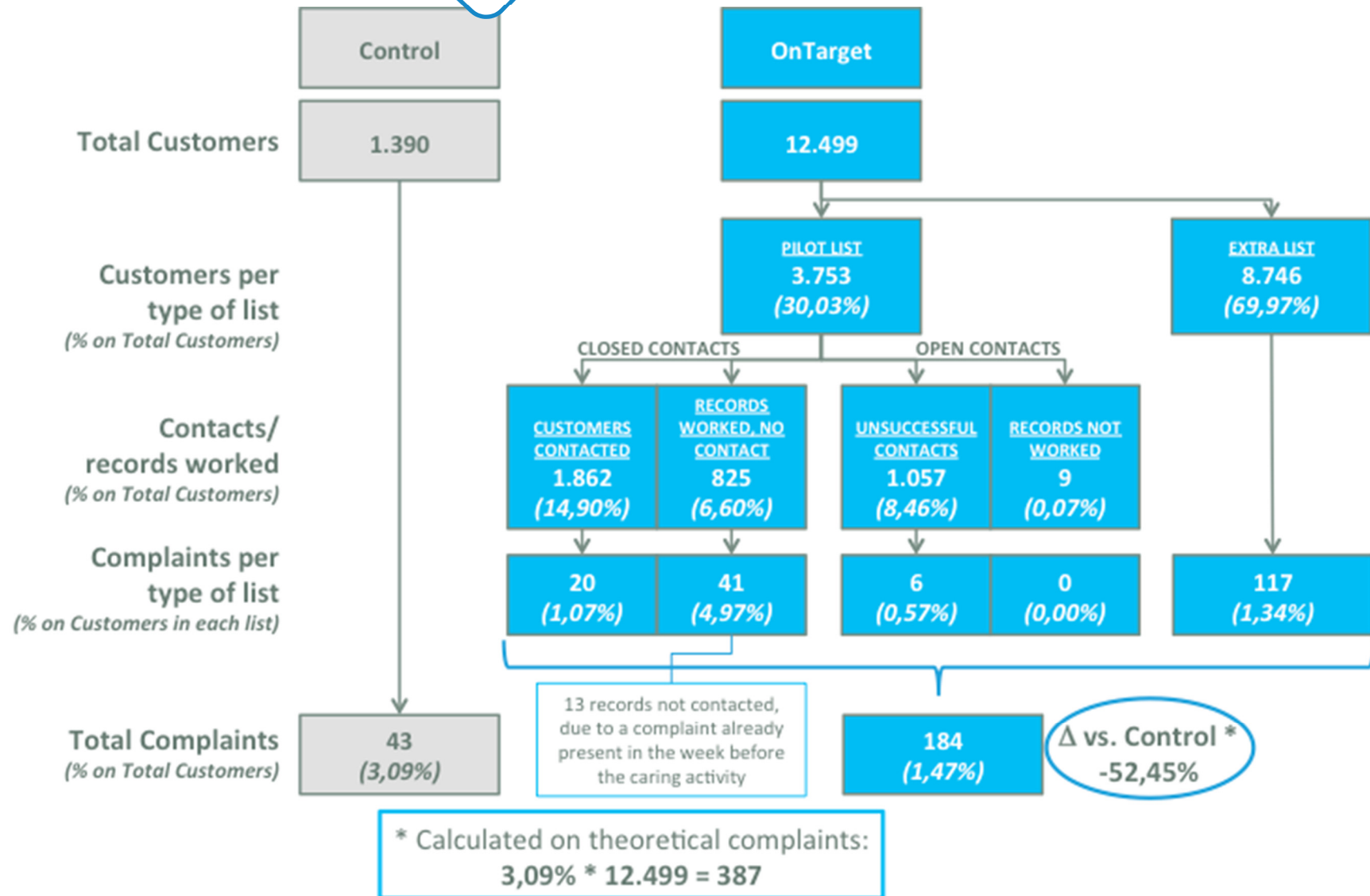
# Complaints



- % Réclamations Réelles
- % Réclamations Prévues

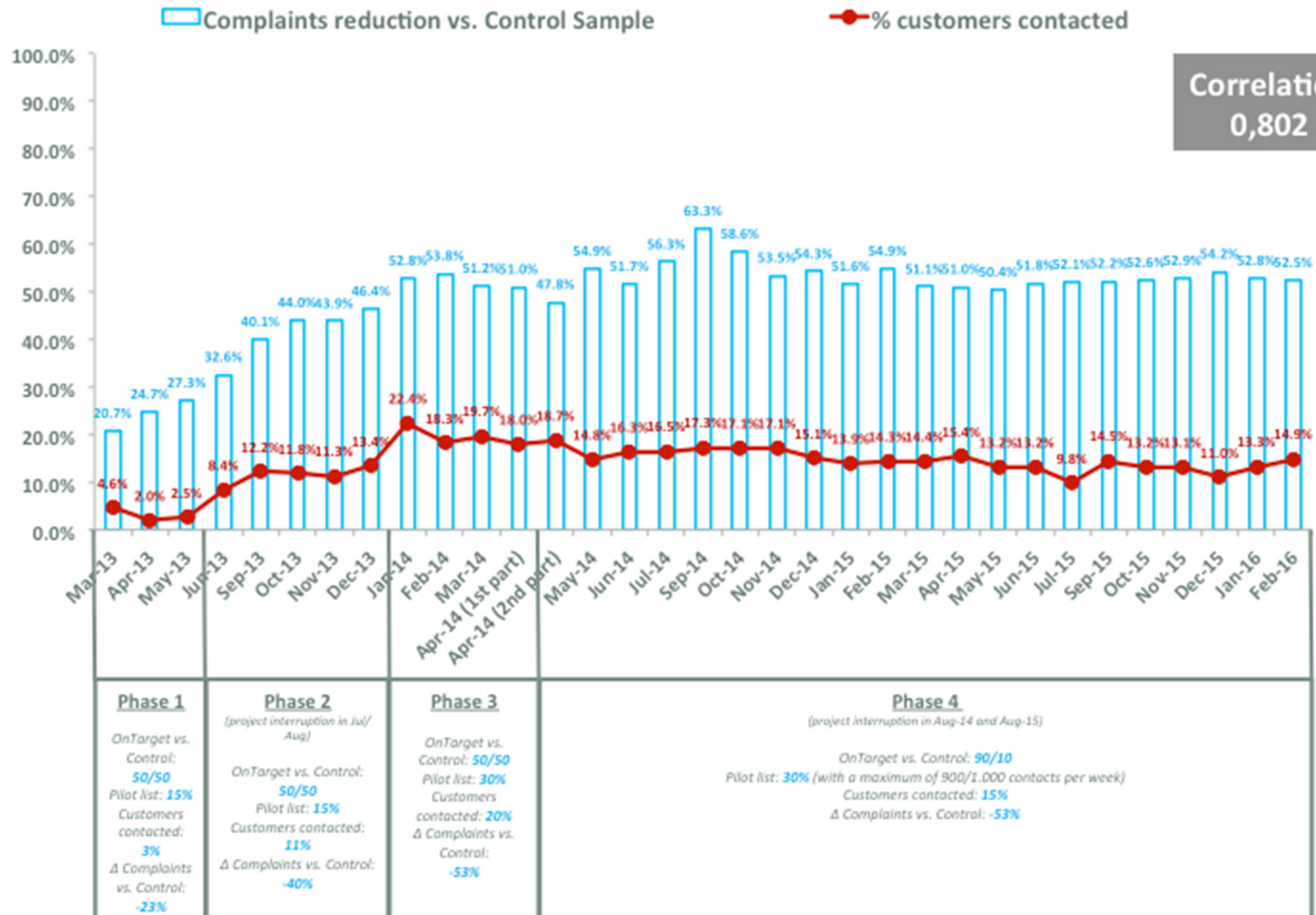


# Complaints





# Complaints





The background of the slide is a blue-tinted photograph of an office environment. Several people are visible, some sitting at desks with multiple computer monitors, and others standing. The overall atmosphere is professional and collaborative.

# Case Studies HR Selection Analytics

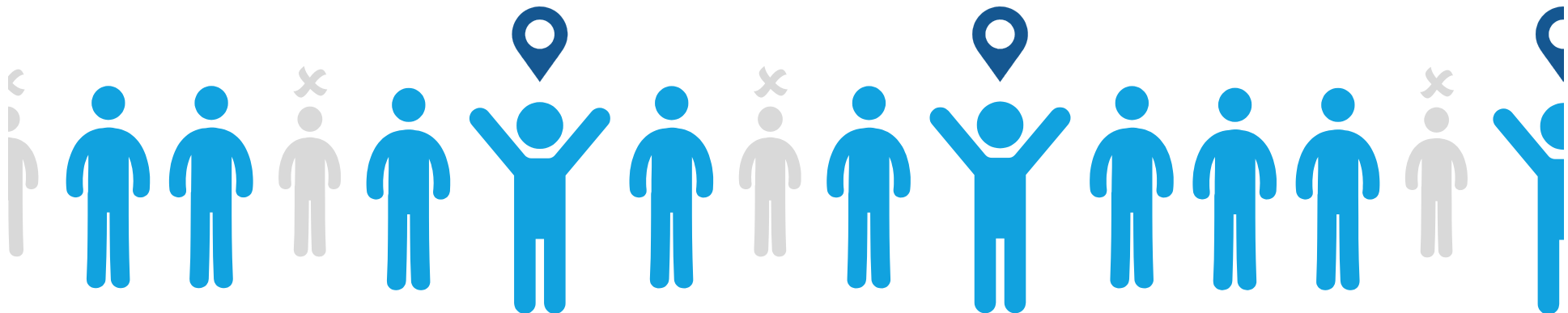


# Predictive Employee Selection

OnTarget Recruitment is a HR analytics solution that counts on **advanced big-data algorithms** to identify future potential **high performers** for each **job family** and to improve several **operational KPIs**



a better job position fit produces:



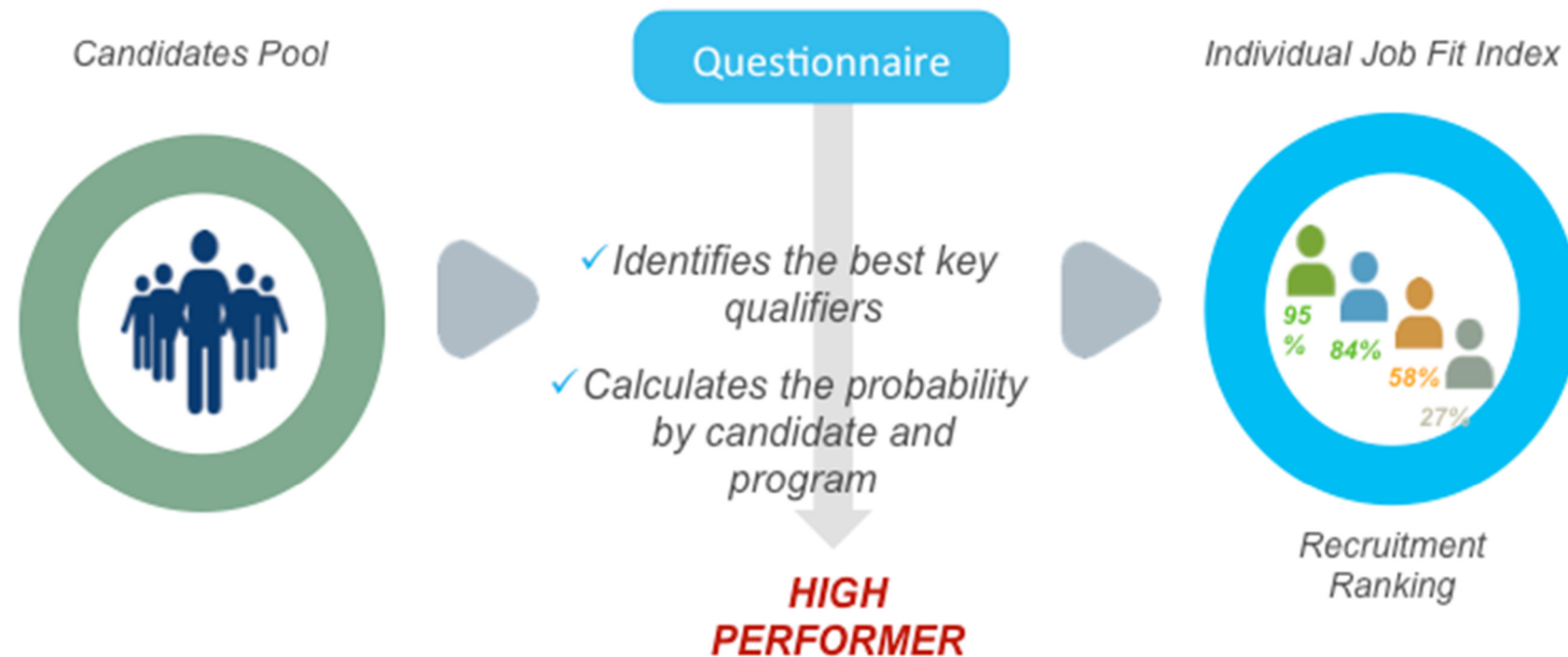


HR Mgmt



## How does it work?

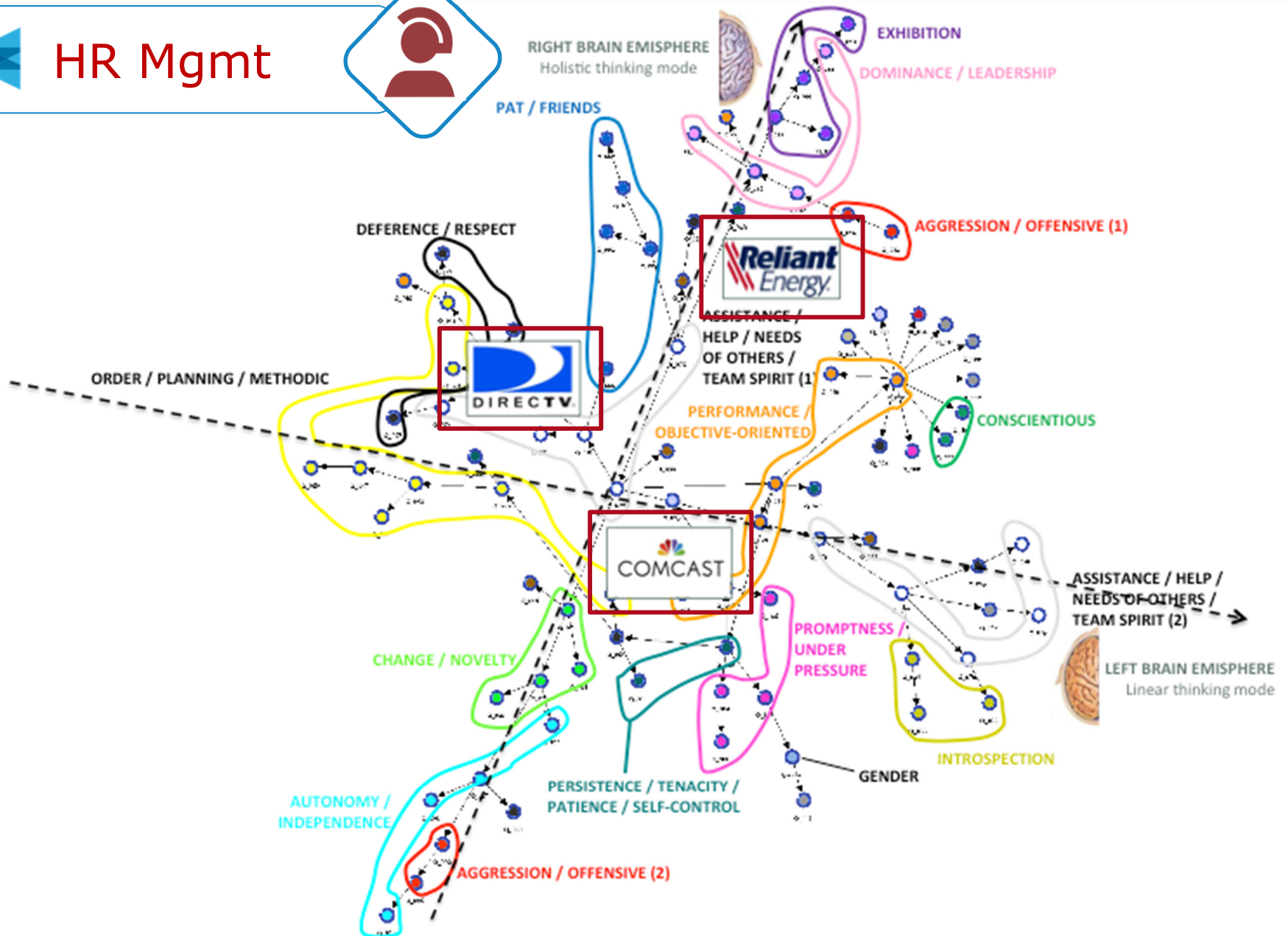
*Proprietary algorithms that will help organizations identify those coveted potential high performers at the recruitment stage*







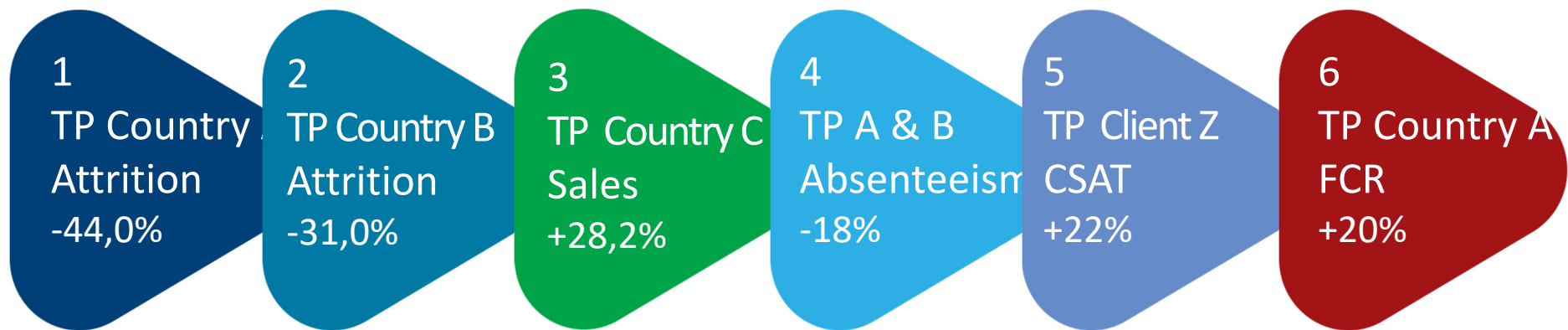
# HR Mgmt



## HR Mgmt



<b>WIN 1</b>	<b>AGENTS</b>	<b>BETTER EX</b>	<b>LOWER ATTRITION LOWER ABSENTEEISM</b>
<b>WIN 2</b>	<b>CUSTOMERS</b>	<b>BETTER CX</b>	<b>HIGHER CSAT HIGHER FCR</b>
<b>WIN 3</b>	<b>CLIENT</b>	<b>BETTER PERFORMANCE</b>	<b>HIGHER CSAT AND FCR DRIVE CLTV</b>
<b>WIN 4</b>	<b>TELEPERFORMANCE</b>	<b>ROI &amp; DIFFERENTIATOR</b>	<b>INCREASE IN EBIT SHARE OF WALLET AND NEW BUSINESS</b>





Q&A





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SHAPING EXPERIENCE

# Thank You

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