



Subscriber Customer Service and Outsource Partner Review

News UK

The challenge

News UK have a contact centre estate to manage their subscription customer base. Core requirements were:

- To understand and measure the customer service capabilities against the desired state
- To make recommendations to optimise the operation and it's partners
- To model the operation to ensure full focus on the customer and allow real time oversight for News UK
- To put forward 'quick wins'

The solution

makepositive mapped the customer journeys for service and retentions.

We measured their current maturity against best practice across the contact centre estate.

We designed a target operating model to deliver optimised performance and real time operational insight.

The results

Immediate telephony savings based on reconfiguring their current Interactive Voice Recognition set up.

A target operating model for the customer service and contact centre estate with a roadmap.

Real time insight across the whole customer service operation utilising our cloud contact centre partner.