



TELUS International

# Managing program ramps with consistent service.

Key metrics for typical program ramps include:

- Customer Satisfaction (CSAT)
- First Call Resolution (FCR)
- Average Speed of Answer (ASA)
- Quality

As a world-class provider of contact center, IT and business process outsourcing solutions, TELUS International has invested substantially in seat capacity, technology infrastructure, facilities and leading training processes. With scalable network resources and a ready source of qualified agents and IT developers, we are able to rapidly launch new programs or scale existing ones with minimal impact to quality.

## Capabilities

The following characteristics allow us to rapidly scale large projects:

- On-the-ground management team with proven success scaling projects with tight timeframes
- Available capacity / seats across several geographic locations
- An international voice and data network that allows for global next-available agent call routing
- Ready access to a talented labor force based on our reputation as a premier employer throughout the Philippines, Central America and North America

The speed at which these projects can be implemented depends on:

- Number of agents required
- Skill set
- Complexity of the client's IT/network needs

On average, TELUS International can ramp up to 300 seats in 90 days regardless of the service type. This assumes no special skills are required from the agent profile. The 90-day timeframe includes facilities build-out, technology set-up and testing, sourcing and hiring, training, QA development and process documentation.

## Ramping Highlights – client success story

Below is an example of an extremely aggressive ramp undertaken for one of our clients, a Fortune 100 computer manufacturing company. Highlights include:

**Ramp of 350 new hires in two weeks. This was accomplished by:**

- Having all levels of management participate
- Offering 'refer-a-friend' incentives to employees
- Offering all existing agents incentives such as prepaid cellular phones upon meeting performance criteria
- Scheduling training sessions that ran 24 hours / day

We successfully manage volume fluctuations for a number of clients.

Our expertise covers:

- Back to school programs
- Seasonal/holiday demands
- Product launches
- Marketing campaigns
- Program exceptions such as product recalls or updates

Achieved pre-ramp performance levels in productivity, quality and customer service within six weeks. This was accomplished by:

- Executive participation in all new hire training
- Developing a new transition queue strategy where agents were given performance goals that must be met for two consecutive weeks utilizing additional support staff (virtual trainers)
- Virtual trainers were senior agents with a propensity towards training. Virtual trainers were deployed to transition queues in a 1:5 agent ratio. Having high credibility among the new hires, their mandate was to assist new agents on the floor to ensure success.
- Rolling out a program to mentor Team Captains called "Adopt-a-TC." Senior management from Operations, HR, Training, Quality and Workforce Management "adopted" 40 Team Captains. The senior team crafted an agenda to reinforce company procedures, coaching skills, performance objectives, and to identify needs/issues of this critical group of front line supervisors. Along with individual mentoring, the senior team met to share needs and opportunities.
- Providing additional Organizational Development training to Team Captains on coaching skills and HR policies – these programs have since been rolled out as a best practice method.
- Ensuring that individual and group coaching times for agents were built into weekly schedules
- Tracking and monitoring activity with coaching logs that were tied to agent and team level performance reporting
- Effective use of a Resolution Specialist queue – an outbound team to handle difficult, unresolved issues

TELUS International received a "Breakthrough Performance" Award from the client based on our ability to ramp aggressively while maintaining excellent performance metrics. As a result, TELUS International has been supporting this client's business for over six years. We have a tenured leadership team including Team Captains, Operation Managers, Director and VPs. We have consistently achieved sales and satisfaction targets and remain one of the top outsourced vendors for this client.

**About TELUS International**  
TELUS International is the global arm of TELUS Communications, a \$9.7 billion (CDN), full service telecommunications provider. TELUS International delivers world-class contact center, IT and business process outsourcing solutions to some of the world's largest and most respected corporations. Our fully connected, multi-site, multi-language solutions are delivered from the best locations throughout North America, Central America and Asia.

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Connect with us today for your global outsourcing solutions.  
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