



How Firstsource helps telecom & media clients

Deliver better financial results from your
customer processes



What we do



Customer acquisition and onboarding

- Outbound sales
- Inbound sales and lead management



Customer support and in-life management

- Customer service and tech support
- Cross-selling and upselling
- Complaints handling & remediation
- Social community management



Save and Retention

- Renewals
- Customer win-back
- Digital collections



Who we do it for



Three tri-play / quad-play telecoms and media giants



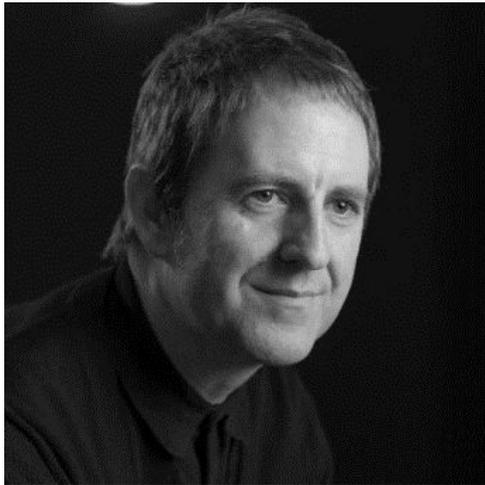
Three news publications



Internet streaming company, **NOW**



MVNO, **giffgaff**



Ashley Schofield, CEO

giffgaff

“ At giffgaff our members are free to stay or go so it’s key that we deliver great experiences every time. Our community of members give us feedback on how to improve our service and answer help related questions through our forum pages but for those who need a little extra help, we have online agents on hand.

Firstsource has for years provided agents who buy into our culture and way of working to give quality help when needed. With a flexible and knowledgeable team, many of whom work from home, they consistently deliver industry leading performance that any brand would be proud of. ”



Adrian Heesom
Director of Operations at NOW TV



Adi Heesom, Director of Operations at internet TV streaming company Now, describes their partnership with Firstsource

Leader in analyst firm ISG Provider Lens for Contact Center Customer Experience Services

Firstsource is a leader in all four categories – Digital operations, AI and analytics, Work-from-home services, and Social media CX services – of ISG’s Provider Lens™ report Contact Center - Customer Experience Services Europe & UK 2022.

“Firstsource combines human interactivity and technology to deliver effective experience and rapid resolutions. It leverages next-generation technologies, such as RPA and AI to inform and empower associates. It creates a unified omnichannel desktop and displays next best actions, helping deliver tailored CX.”

ISG Provider Lens™ report Contact Center - Customer Experience Services Europe & UK 2022



Outcomes we've delivered for telecom & media clients



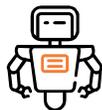
1. Better sales performance

- 24% increase in sales conversions through analytics – subscription media.
- Outperform in-house teams on sales performance – subscription media.



2. Improved retention and cross-selling

- £40m incremental revenue generated over three years by applying insights from analytics – subscription media.
- “World class” customer save rate – video streaming provider.
- 2X performance in cross-selling across product categories during non-sales interactions – tri-play provider.



3. Workarounds for legacy systems

- \$11m cost savings by deploying digital assistants (bots) to automate activities for Tier 2 agents – tri-play provider.



4. Take your next step on digital CX

- 30% IVR-to-digital conversion – subscription media.



5. Lower cost to serve

- £37m cost savings over three years through offshoring – subscription media.
- 45% drop in cost per contact – video streaming provider.
- 25% drop in unnecessary engineer dispatches through analytics – tri-play provider.



6. Improve collections

- 15% higher net yield at 35% lower cost to collect, all with 15% better customer satisfaction – subscription media.

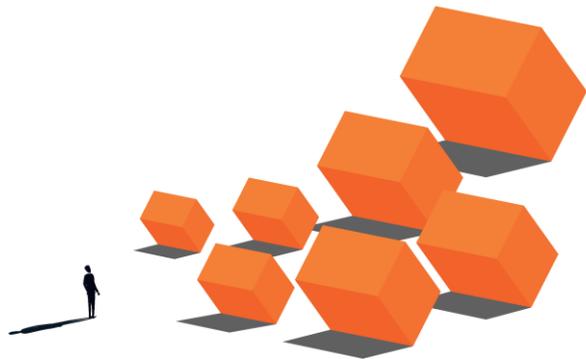
Further resources

Thought leadership

A realistic roadmap to creating better Customer Experiences

Most CS and CX pros would love to change the way their organization delivers customer service. But real-life tech change can be slow, costly and hard.

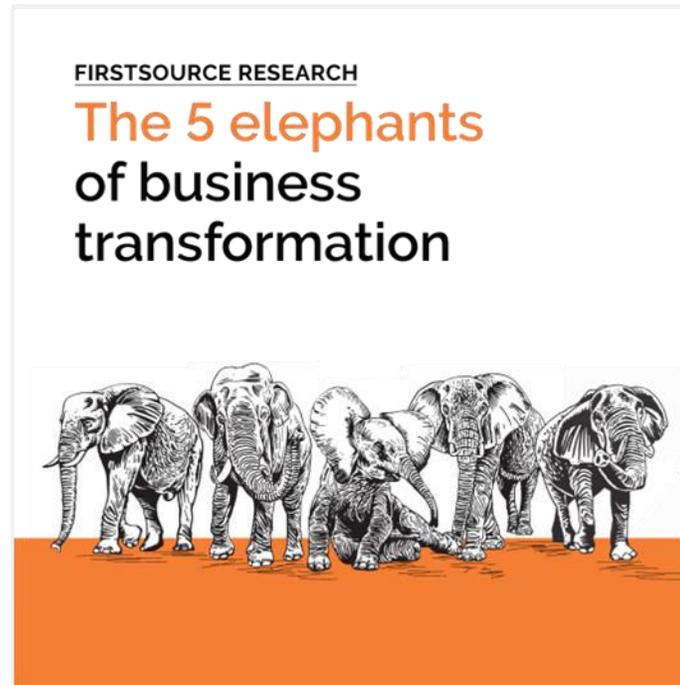
The new CX realism
Why contact center transformation needs a pragmatic approach



Research

5 hard-earned warnings for transformation projects

We interviewed 120 executives who've led transformation projects. Here are 5 things they wish they knew sooner



Professional services

Insights, Design Experience and Advisory

Take that customer experience strategy off the page and start designing what's next . . .



Firstsource

[Firstsource](#) is a business process management company specialising in digital customer experience and intelligent back-office processes.

To learn how we can help you improve outcomes in your CX operations, visit our [contact page](#) or email connect@firstsource.com.





About Us

- Established in **2001**
- Revenues of **\$795 Million**
30% of total revenue based on outcome-based pricing
- **26,557 Firstsourcers**
across US, UK, India, Philippines and Mexico
- **Leaders in chosen segments**
across Banking & Financial Services, Healthcare, Communications, Media & Technology and Diversified Industries
- **Domain driven BPM services company**
leveraging a 'Digital First, Digital Now' approach to solve key customer problems
- **150+ global clients including**
17 Fortune 500 companies and 9 FTSE 100 companies
- **Publicly Traded on Indian Stock Exchanges**
NSE: FSL BSE: 532809 Reuters: FISO.BO Bloomberg: FSOL@IN

Helping customers *stay ahead of the curve* through transformational technologies and capabilities

Firstsource Solutions Limited, an RP-Sanjiv Goenka Group company, is a leading provider of transformational solutions and services spanning the customer lifecycle across Healthcare, Banking and Financial Services, Communications, Media and Technology and other industries.

Our 'Digital First, Digital Now' approach helps organizations reinvent operations and reimagine business models, enabling them to deliver moments that matter and build competitive advantage.

With an established presence in the US, the UK, India and the Philippines, we act as a trusted growth partner for over 100 leading global brands, including several Fortune 500 and FTSE 100 companies.

www.firstsource.com

