



Actionable insight and analytics

Intelligent solutions from Firstsource





Driving growth through analytics

To support growth, customer-focused organizations must understand the importance of data that flows in and out of their systems at every touch point and interaction.

Analytics can help harness this data, driving improvements in internal operations and through marketing insight, enhancing business growth.

Analytics eliminates biases, replacing them with data-driven insights, ensuring objectivity. The unique insights based on customer experience can give an indication of future customer behavior that enables organizations to take better decisions for consumers and for themselves.

Implementing actionable insights

At Firstsource, we use our analytics solutions, our experts and extensive operational knowledge to uncover actionable insights, identifying opportunities for improvement and assisting in their delivery – driving positive, measurable results for your business.

Use customer journey insights to improve customer experience



Enhance your revenues through upsell and cross-sell Analytics and create effective marketing campaigns



Understand and predict lifetime value and model churn and purchasing propensity

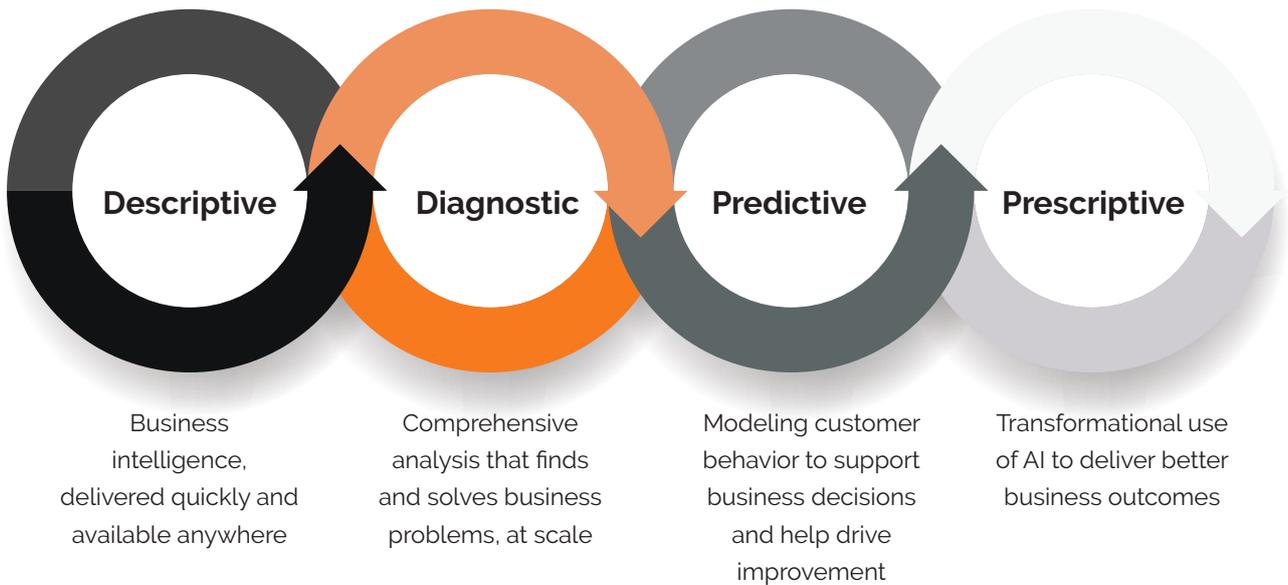


Build channel deflection strategies to help achieve digital transformation of your business



Analytics solutions that drive business growth and improve customer experience

Our analytics solutions work across four distinct stages: understanding what has happened; working through why it happened; predicting the result and what should be changed. Unlike software vendors, our operational experience means that clients also trust us to implement the solution that will deliver the best outcomes for their business and their customers.



How Firstsource implements analytics insights to deliver measurable business results

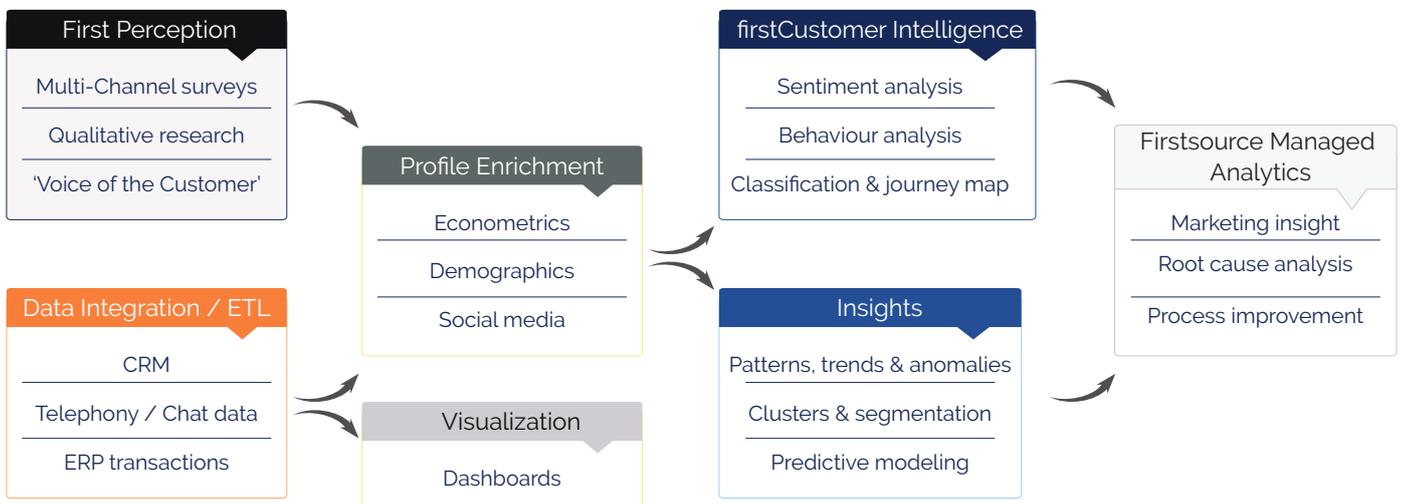


to move the needle on three key business drivers:



Perception, intelligence, analytics & insight

Firstsource provides a complete, integrated solution - from data capture, through enrichment and analysis, to insight.



How analytics drives business growth and improved customer experience



88%
increase in sales

for the UK's largest telco and media company by using firstCustomer Intelligence (FCI) to offer assistance at the right stages of the sales journey and optimized webchat rules to target customer abandonment



8%
retention opportunity

identified £1m+ savings through contact avoidance annually for a UK motor car insurance provider by improving self-serve options and associate conversation styles



£1.3m
annual savings

for a leading pay-TV provider by improving the overall billing process and customer journeys across multiple channels



+6%
net promoter score increase

with a 25% increase in first contact resolution and 30,000 contacts avoided annually for a digital subscription TV company in the UK by standardization and channel optimization



93%
accuracy in predicting customer churn

for an Indian bank through studying customer analytics



\$3 million
additional revenue

for US community hospital through analytics to identify and enroll chronically ill, uninsured patients in insurance plans

Case study: Enhancing the customer journey through analytics for a transatlantic airline

By implementing our FCI analytics tool, we provided our client with an unprecedented level of detail on end-to-end customer experience, particularly around key sales and service customer journeys.



Our analysis of sales calls identified that 15% of customers had tried booking online before calling, presenting a clear website optimization opportunity.



We also analyzed associate behaviors and found a high variance between sales agents, identifying a requirement for Firstsource's virtual sales coach tool, Xsellerate, to be deployed. This helped drive more consistent associate behaviour and increased conversion by around 20%.



An analysis of service calls also found that one of the main contact drivers were repeat calls regarding air miles balances and usage, which could also be solved through website optimization

Delivering results to improve customer experience

Firstsource delivered a 10% contact reduction by providing improved details on air mile usage and seat assignment options. We used analytics to map customer service journeys and identify contact origins, including the 21% of customers who called after visiting the website.

Analytics also offered insights on the main dissatisfaction drivers from customers, which included flight schedule checks, refunds, rescheduling tickets, seat assignments.

Ultimately, Firstsource's detailed and specific strategic insight, provided the airline with multiple opportunities to improve customer experience, drive revenue and reduce unnecessary contacts and cost through website and process optimization.





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.

For more information, please visit www.firstsource.com