



CASE STUDY #1401

# Transcom



An international & multicultural environment with a dynamic, playful and energetic atmosphere. 

TRANSCOM WEBSITE



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## Transcom

**29,000**

NO. OF  
EMPLOYEES

**Call Center**

INDUSTRY  
VERTICAL

**Philippines**

REGION

**Engagement**

SOLUTION  
BASIS

**2014**

YEAR JOINED  
FUEL50

Transcom is a global customer experience specialist, providing customer care, sales, technical support and credit management services through an extensive network of contact centers and work-at-home agents.

With 29,000 customer experience specialists at 57 contact centers across 24 countries, delivering services in 33 languages to over 400 international brands in various industry verticals, the lifeblood of Transcom is delivering outstanding customer experiences on the behalf of their clients.

This initiative was targeted to a Client team of call center representatives who were responsible for providing customer care on behalf of a global information technology leader.

Targeted KPIs around staff retention and development are part of the SLA Transcom has with this client, and this client represents a critical account for the business.

### BUSINESS CHALLENGE

The employee team is part of a growing and competitive call center industry in the Philippines. The Philippines is considered as location of choice due to its less expensive operational and labor costs, as well as having a highly skilled workforce, proficiency in American-style English and idioms, and a constant stream of college-educated graduates entering the workforce. The Philippines remains as a top BPO destination for the estimated \$150-billion business process outsourcing industry. However, this does present challenges for employers in that this exciting industry is incredibly competitive for talent, and retention and sourcing of good employees is difficult with new job opportunities appearing for workers all the time.

### KEY GOALS

Have a positive impact on retention and absenteeism

Have a measurable impact on retention and engagement

Provide career moments that build a "Career Rave Experience" for each staff employee



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### INITIATIVE

With an overall goal of impacting retention and absenteeism, this career engagement initiative focused on a mix of low and high touch career points over the employee experience. The Career Rave program was designed to kick start an initiative that supports the creating of raving 'employee' fans in this organization.

The goal was to have a measurable impact on retention and engagement while providing career moments that build a Career Rave Experience for each staff employee. Long term, this will show impact on absenteeism and increasing personal satisfaction at work.

The program consisted of fun, team wide initiatives, trainer lead Career Rave Energizer's and team leader/employee high touch career discussions (embedded in weekly 1 on 1 conversations).

### SOLUTION

#### Fuel50 CareerDrive™

FuelValues™

FuelTalents™

#### Career Energizer

One-hour group workshops

#### Career Touchpoints

1-on-1 ten minute debrief discussions between team leader and agent



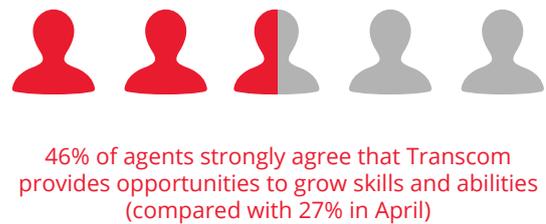
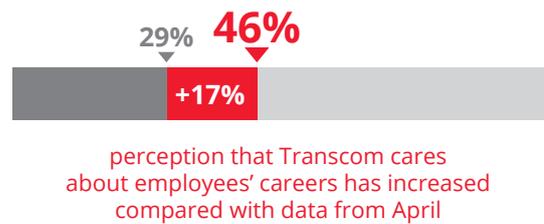


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## RESULTS

After a three month program, the below was achieved.

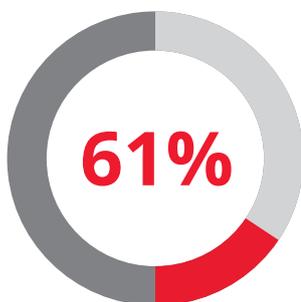


# 93%

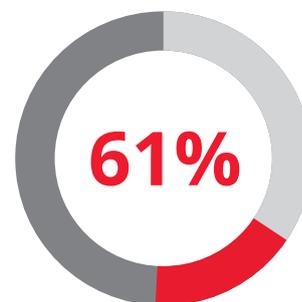
would recommend Transcom as an employer (increased from 86.6%)

# 76%

of employees have had a career conversation with their team leader within the last week (compared with 43% in April)



find career conversations with their leader very helpful (compared with 50% in April)



of employees in August strongly agreed that they know what skills and abilities they need to grow for their future career at Transcom (compared with 48% in April)