

***High Response Time to High Sales Profits:
How RAYA CX Took the British Council from High Social Media Response Times to High Sales Growth in 11 Months***

The British Council is the UK's international organization for cultural relations and educational opportunities. They uniquely combine the UK's deep expertise in arts and culture, education, the English language, and global presence in over 100 countries to create friendly education that helps young people gain the skills, confidence, and connections to participate in strong and inclusive communities. The British Council works with people in over 200 countries and territories and is on the ground in more than 100 countries. In 2021–22 they reached 650 million people.

RAYA CX was appointed to cover a wide scope of services for the MENA region (UAE, Qatar, and Oman) on multiple channels including Inbound calls, outbound calls, email, SMS, live chat, social media messaging activity, Database Management (ticketing system, reporting, and analytics).

Additionally, RAYA CX provided a dedicated team to deliver HRO services for the British Council in the MENA region. With the above scope of work, the RCX committed team had its hands full but was adamant to provide the best educational experience possible for their customers and support youth in the MENA region.



THE CHALLENGES

With the pandemic hitting in 2020 the education sector was greatly affected by school and university closures across the world as well as whole semesters being postponed. This had a huge effect on the client and raised many challenges.

Mainly a high social media response time, slow email response rate, and decline in sales which brought a low CSS score and demanded a new sales and operations approach.

THE SOLUTION AND ACTION PLAN

The operations management and QA teams set out to tackle the client's issues.

They put a comprehensive plan to overcome each of the four challenges. As much as the challenges varied as much as they were determined to create a true success story with the British Council. They started with the email response rate.

1- SOCIAL MEDIA PAGES' LOW RESPONSE RATE AND GREEN BADGE UNATTAINED

The client was unhappy about the high average response time of 3 hours, and a lack of Facebook's green badge that shows people which pages respond quickly and consistently to private messages.

3- SALES DECLINE

The pandemic brought a sales decline that the client had been dealing with and had to think of a new channel that would generate leads and sales.

2- EMAIL RESPONSE RATE

Due to the pandemic, the team couldn't keep up with the rush of emails. This led to a high email response rate of 48 hours.

4- LOW CSS

Due to the social media pages' low response rate and lack of green badges as well as the sales decline the client satisfaction score was at a 3 meaning neutral. As the client was unsatisfied things had to change.

EMAIL RESPONDING

The solution was simple: switch it over from the client's in-house team to RCX.

The client agreed for email responding to be part of RCX's scope of work. Thus, the RCX team created a queue to handle email responses. In just 7 weeks, the numbers were completely turned around. From an email response rate of 48 hours to only 12 hours.

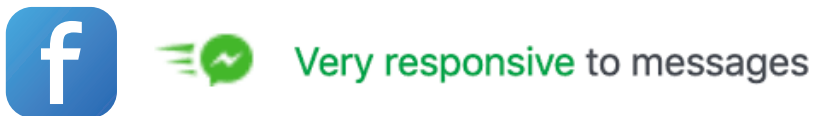


SOCIAL MEDIA RESPONSIVENESS AND GREEN BADGE

RAYA CX was handling 3 different social media pages for the three MENA markets UAE, Oman, and Qatar. Having different pages meant having to work on all the different pages at once and receiving the green badge for each.

To turn around the social media response rate, a meeting was held between operations and the QA team to place an action plan. The plan had 4 phases.

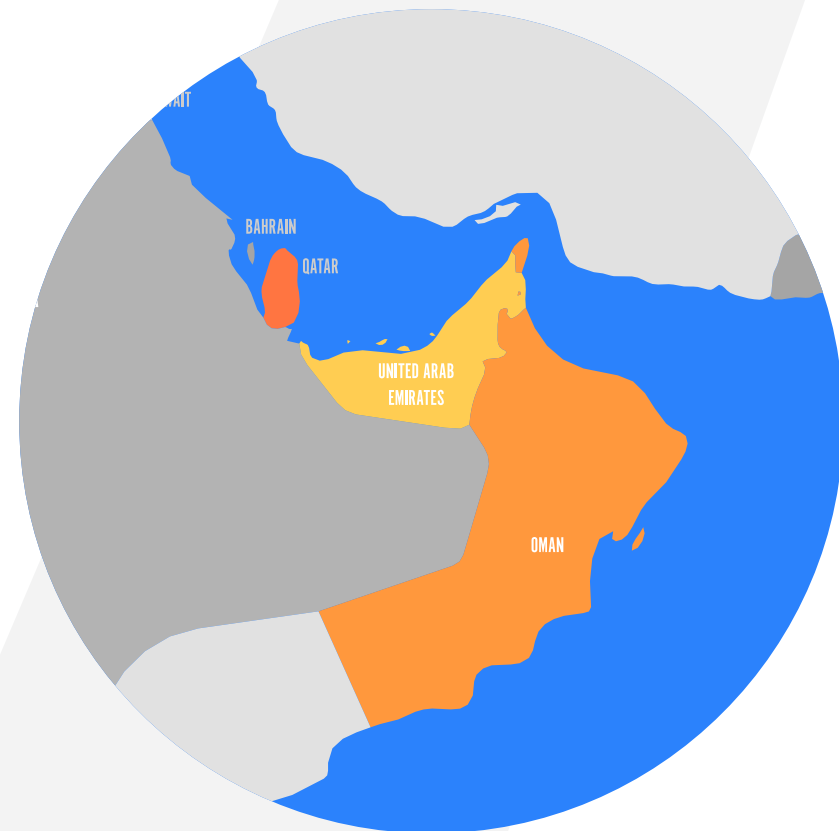
The first phase saw the QA and Operations run side-by-side monitoring of advisors to find the errors and any issues whether systematic or human that can be fixed. In the second phase, the team studied their findings from the monitoring and came up with action plan points. The third phase involved having meetings with the client SPOC and workshops with the team leader and advisors on what needs to be worked on and the new tasks that lie ahead.



The fourth phase entailed the team and client implementing the plan to decrease the social media response times and achieve the green badge from Facebook. The tasks included:

- Stopping marking messages as done
- Not responding in away times
- Monitoring first-hour messages for accuracy and relevancy
- Real-time observation of arrived transaction
- Reporting of technical issues
- Daily accumulating of the previous day done by the client

To achieve Facebook's green "very responsive to messages" badge, Facebook states that your page must have a response rate of 90% and a response time of 15 minutes. In less than 7 months, the social media response rates had decreased from 3 hours to just 5 minutes. The RAYA CX team had surpassed Facebook's standards and achieved the green badge in 3 different countries UAE, Oman, and Qatar. Gaining this badge further indicates that these pages are very responsive, consistent, and accurate.



SALES INCREASE

When the client shared his concerns over sales declines that were out of RCX's agreed-upon scope of work, the operations management team came up with an interesting idea.

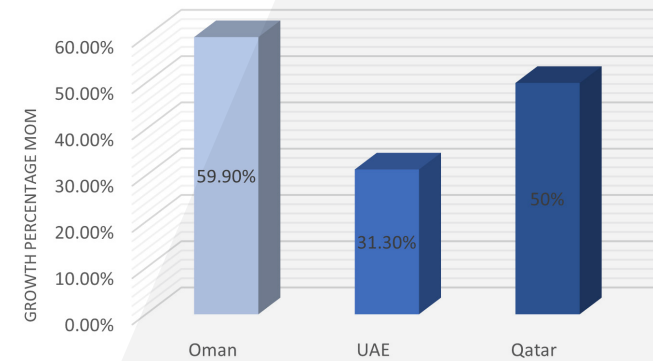
They thought of getting the inbound advisors to cross-sell and upsell the British Council products such as training, curriculum development, and English courses to callers. But to get advisors motivated and onboard they set a cash incentive to those who successfully sold products.

The results were astonishing as registrations for programs were 48% higher than the target placed for Qatar in one month. The revenue growth percentage month over month in 2021 was at 59.9% for Oman, 31.3% for UAE, and 50% for Qatar (21/22). That's an average of 47% MoM for all 3 countries.

More importantly, more than 50% of callers heard of the IELTS program through the customer support team. Additionally, the client gained a wealth of data on their customer base through the callers sharing vital information, which will greatly help with their marketing and sales efforts.

This made way for the client to introduce a new scope of work for RAYA CX to handle as they were impressed with the results.

AGENT REVENUE GROWTH MOM 2021



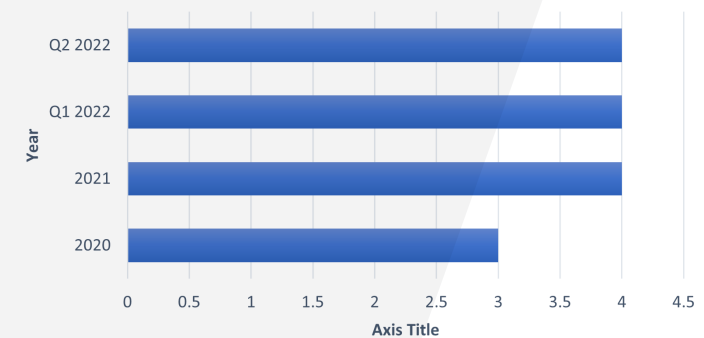
CLIENT SATISFACTION TURNAROUND

After the extensive plan created by RCX, it was not hard to turn around the CSS numbers as the challenges faced by the client and RCX together had been resolved.

From SM and email response times to sales and hiring, RCX had implemented its plan well. The client had given RCX a score of 3 meaning neutral in 2020 it went up to 4 meaning satisfied in 2021 and they have maintained a score of 4 in 2022.



BRITISH COUNCIL CSS SCORE



RESULTS

The headcount for the customer experience and HRO teams more than doubled in 6 years across the countries managed (UAE, Oman, and Qatar).

The team achieved all the targets for response rates as the social media response time decreased from 3 hours to 5 minutes and email response time decreased from 48 hours to 12 hours. They achieved Facebook's green "very responsive" badge for all country pages. RCX also managed to take the CSS score from a 3 up to a 4 and has maintained that score.



47%

**MOM AVERAGE
REVENUE GROWTH**

90%

**RESPONSE RATE
ON SOCIAL MEDIA**

FROM 3 TO 4

**CLIENT
SATISFACTION SCORE**

FROM 3 hrs TO 5 mins

**RESPONSE TIME
ON SOCIAL MEDIA**

FROM 48 hrs TO 12 hrs

**EMAIL RESPONSE
TIME**

NEW BUSINESS

RCX overextend its scope of work on many fronts.

With the client being impressed with the cross-selling results the client requested creating an outbound sales team for the IELTS Counselling Service in the MENA region serving 6 countries UAE, Qatar, Oman, Saudi Arabia, Kuwait, and Bahrain. The service will expand to the rest of MENA in the upcoming months.

The client also added three new business lines to the HRO team including a French queue and an ITO Service softphone to facilitate agents to work anywhere and infrastructure technology solutions allowing the British Council staff to perform inbound and outbound calls from the client's premises and remotely. Moreover, another added business line was a cloud telephony solution with Ziwo that helps RAYA CX Manage phone calls, WhatsApp, and SMS conversations on one platform to serve the Egyptian market.


The RAYA CX team managed to overcome the challenges faced and grew as a team whether in number or services and markets provided. With astonishing revenue growth rates, they proved ready for bigger challenges and more delightful interactions with customers across all touchpoints.

They were able to satisfy the client and be a vital part of the British Council's success story of empowering young people through art, culture, and the English language.

"We at the British Council believe in the importance of quality service and Raya CX has been an excellent partner in this endeavour. They have not only afforded us very high levels of professionalism, flexibility, and creativity but also provided outstanding customer support. The team is pleasant to work with and diligent in providing the services required of them."

Eslam Elgendy,

Contact Centre Vendor Operations Manager MENA, British Council



Due to the impressive results, the client requested to expand the team to serve 6 countries.



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