

INCREASED PRODUCTIVITY, LOWER WAGES, NO RECRUITMENT COSTS...

Bank First State increases productivity, reduces costs and risks with InternetEmployee

SUMMARY

The Challenge

Bank First State with 40 full-time employees in its customer service center wanted a low-cost solution to improve performance and decrease costs to meet its growing customer demand for incoming call and inbound email customer service inquiries. Training and payroll costs were growing quickly and reducing profits.

The InternetEmployee Solution

Bank First State hired InternetEmployee to set up dual 24 hour customer service centers at two India based customer call centers. This diversified risks, reduced costs by 75%, ended training costs and permitted Bank First State to expand quickly to new customer demand.

The Result

Bank First State has lowered its wages significantly, eliminated training costs, can adapt quickly to meet customer demand and has reduced its risks.

Bank First State had a problem. Its business was growing, but so was its customer demand for telephone inquiries and, more recently, online customer help. The emails were inundating the call center, the online customer support staff was growing so fast that recruiting and training costs were reducing profits. When it became clear that the demand for customer support services would only continue to grow, Bank First State made a strategic decision to seek a solution offshore, and InternetEmployee provided the solution.

Increased demand for customer service support is a reason to implement an InternetEmployee solution. Training costs in the USA are high, online demand shifts abruptly with new advertising campaigns, technology shifts rapidly and a fully trained, experienced staff is crucial to maintaining customer loyalty. The only choices that Bank First State had to keep its customer service department in pace with its customers requirements was to invest heavily into training a high-wage US customer service force with expensive redundancy and hardware, or to try outsourcing to India with InternetEmployee. Although Bank First State did not have previous experience outsourcing to India, InternetEmployee made the shift quick, inexpensive and painless. In addition, InternetEmployee's broad circle of India-based customer care centers that serve its clients ensured Bank First State that it had redundancy and easy scalability as its needs change.

“**INTERNET *Employee*** means more security, lower wages, reduced training costs and flexible growth.”

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