

SUCCESS STORY | BATELCO

# Batelco achieves new levels of customer satisfaction with Teleopti



The Bahrain Telecommunications Company (BATELCO) was established in 1981 as the sole provider of public telecommunications in Bahrain. Batelco operates across 16 markets in the MENA region. The Batelco Group provides the full range of communications services including mobile, broadband, data and fixed line services, serving in parallel the consumer, corporate and wholesale markets in Bahrain and across the entire region.

Batelco strives to achieve its vision of becoming the region's leading communication company, driven by a winning team and a strong base of loyal customers, all in line with its mission to deliver high standards of value and innovation to their customers.

### Customer Service Challenges

Batelco call centre operates 24-hours a day, 7 days a week, providing continuous support to all customers. With a subscriber base of more than 1.2 million across Bahrain, the efficiency of Batelco call center operations is a fundamental part of their strategy

of achieving superior customer service "we are totally aware that our agents are at the forefront of all customers' interactions, shaping the customer experience and creating opportunities for the entire organisation; therefore; investing in this direction is the way to go", says Jette Blankholm, Customer

Services Manager. “Before implementing the Teleopti solution, the call centre suffered from a lack of structure, making it hard for the managers to forecast the workload, measure employees’ performance and daily schedules”.

Batelco was looking for a solution to tackle the challenges within their call center while reducing costs and breaking records in customer satisfaction. Areas in need of improvement were identified as:

- Lack of training among agents
- Unpredictable customer traffic
- High agent turnover
- Shifting service level
- Overwhelming administration tasks

### Simple and User Friendly Solution

Why did Batelco choose Teleopti WFM solution to boost their call centre operations? Muneera Jalili, Customer Care & QA Manager explains “we were looking for a solution that is reliable and at the same time easy to implement. Reliable because we were in need of major streamlining in our call centre operations, and easy enough to be able to bring our agents up to speed as soon as possible”. By using Teleopti WFM, Batelco call centre operation team can now run unlimited parallel “What if” scenarios without affecting the current live schedules. This provides Batelco with the tools to help make the needed changes for overall performance.

In addition to forecasting, the workforce management solution offers the advantages of scheduling the staff in a smart way based on individual agent skill sets, work contracts, and legislation preferences “the difference between Teleopti and the other providers



#### About Batelco

The Batelco group, is headquartered in the Kingdom of Bahrain and listed on the Bahrain Bourse; {Bahrain Telecommunications Company (BATELCO)}. Batelco has played a pivotal role in the country’s development as a major communications hub and today is the leading integrated communications’ provider, continuing to lead and shape the local consumer market and the enterprise ICT market. Batelco has been growing overseas via investing in other market-leading fixed and wireless operators. [www.batelco.com](http://www.batelco.com)

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that we have considered is the flexibility”, says Sara Khalil, Customer Service Executive. “We used to operate in a frozen context where the slight change in scheduling would cause chaos. Today we operate with more mobility, we moved forward with our goals much quicker, and we are doing more for less”.

### Objectives

Many objectives have been achieved, including optimized staffing, improved service level, rapid decrease in abandoned calls “ but the biggest benefit was the ability to involve our staff, to empower them for higher job satisfaction results”, says Batool Ahmed, Customer Service Manager. “With the workforce management infrastructure we have in place now, we anticipate being able to attain our objective of having 80% of our calls answered within 30 seconds”. “Successfully fusing the practices together is the key to success. In Teleopti, we trust that organizational leadership supported by the adequate technology is the winning strategy, we strongly believe that Batelco is making the efforts required to drive meaningful change—and meaningful results”, says Hossam Amer, Regional manager Teleopti MENA.



#### About Teleopti

Teleopti, a top, global provider of workforce management software, offers a world-class WFM solution that is sophisticated, localized and easy to use. As the largest “best-of-breed” vendor, Teleopti focuses on helping contact centers, back offices and retail stores improve customer service, employee satisfaction and profitability – through optimized, automated forecasting and scheduling. [www.teleopti.com](http://www.teleopti.com)