

# Audit the Outsourcers

Outsourced contact centres can deliver great value for organisations, but it's always a challenge to measure performance – particularly if you're using multiple third party providers.

## Powerful Independent Audit capability

With over 15 years' experience in generating independent outsourcer MI (Management Information), Rapport helps organisations gain control of their outsourcing contracts by surfacing new insights and visibility into their end customers' true call experience.

And because the **Rapport Insights Service** and browser-based **Dashboard and DataStore** require no IT integration, it's easy to provide you with 24x7x365 visibility of a range of key outsourced service metrics. You'll also benefit from our independent insight – along with our ability to show what 'good' looks like by comparing your KPIs against current industry best practice.

## Take control of Outsourced Call Centre Reporting

Rapport allows you to see what's possible, what's normal, and how high you should set the bar. In addition to operational benchmarking against industry peers, Rapport also helps you to benchmark internal or outsourced call centres against each other – across a wide range of customer-centric metrics.

## Get the complete picture

Because Rapport captures 100% of caller experiences – up to 20% more than your outsourcer's ACD picks up – nothing is missed. Whether it's Out of Hours calls, Unanswered or Engaged contacts, or IVR message failures, Rapport can keep track.

## Tracking best practice Outsourced Call Centre performance

Rapport helps you to answer key questions about your outsourcer's performance. Are your Out of Hours calls consistent with your sector? What's normal for repeat levels of contact? What's a reasonable stretch target for FCR?



"Rapport brought a level of transparency previously missing from our relationship with our 3rd party call centre partner. This led to significant improvements in visibility of the operation and greatly assisted our management of the contract"

Senior Relationship Manager, Lloyds TSB



OUTSOURCER VISIBILITY  
**24/7**  
SERVICE METRICS

"Rapport very quickly got to grips with our relatively complex outsourced call centre operation and managed to identify that repeat call levels were higher than expected, opening up the opportunity for significant reductions in overhead and improvement in customer service."

Head of Operations, TV Licensing

## Key Rapport highlights for auditing your outsourcer include:

- Tracking key outsourcer performance KPIs such as call bottlenecks, Customer Effort Score, Business Impact, FCR and Overhead Reduction
- 100% of customer contacts tracked – regardless of the outsourcer involved
- Zero outsourcer contact centre IT integration – leading to insights within days
- True independent reporting across all your outsourced call centres – single version of the truth

Rapport provides greater control over your outsourced call centre contracts, thanks to its completely independent analysis and accurate insights into how well all of your customers are being handled.



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