

# Case Study



Founded in 2000, Uswitch.com is a UK-based online and telephone comparison and switching service that helps customers compare prices on a range of energy, personal finance, insurance and communications services.

## Challenge

Prior to forming a relationship with BPA, Uswitch were using an alternative vendor to monitor the quality of their calls within their call centres. While this gave them some visibility on quality, they engaged with BPA as they were able to provide them with further insight beyond just listening and scoring.

# Approach

**Uswitch has an internal Customer Services team based in London as well as two outsourced telesales teams in London and Durham.** BPA monitors quality within the Customer Services team across all channels, including telephony, email, social channels and webchat.

Initially BPA predominately monitored compliance requirements however, more recently they have worked with Uswitch to shift the focus to the overall customer experience. Specifically, BPA have looked at the customer experience scorecards for all their channels and, using their industry experience and knowledge of best practice, they created new scorecards with different measurement criteria. For the outsourced call centres, who naturally monitor their own quality, BPA has introduced

a new compliance framework whereby BPA provides an additional verification of the QA team scores as well as carrying out a number of random calls a month as an additional sample.

## Quality Software

**The quality monitoring at Uswitch for both internal and external calls centres is underpinned by BPA's quality software, Builder.**

This gives Uswitch a detailed and accurate view of the quality of their interactions for each agent and allows them to identify positive performance behaviours as well as areas for on-going development. Uswitch have been an early adopter of new versions of Builder and work closely with BPA to help test and enhance the software.

“ BPA have always encouraged us to continuously improve the customer experience. They have been proactive at analysing data and driving changes to their scorecards.

In the Customer Services team the scorecards we are now using are much more appropriate and we have seen significant improvements, particularly in the area of webchat.

BPA very much treat our partnership with expertise and use their experience to proactively gather insights and analyse data outside of the core compliance monitoring - always suggesting where we can make improvements - which is making a real difference.

Within the outsourced call centres, BPA now has more engagement directly with their QA teams and this has seen a shift from pure monitoring to focussing on how to make improvements to the customer experience. We are confident this is going to make a big difference within the inbound switching teams. ”

**Phil Wong**  
Compliance Monitoring Manager

## Outcomes

BPA have been monitoring calls at Uswitch for many years however, the more recent work developing new scorecards with improved measurement criteria has helped significantly to improve the quality of the conversations that agents at Uswitch are having. As well as this improvement in the customer experience the work has also had an impact on sales performance; **demonstrated by an increase in sales of 12% year-on-year across the two outsourced call centres.**