



Teleperformance Transformation Solution for Starbucks

Teleperformance – January 2022

Executive Summary

Transformation Overview

We are pleased to present our Transformation Solutions to help Starbucks deliver **world class customer and partner service**.

Our high touch-high tech solution is aligned with Starbucks' strategy for its contact centers. We focus on **high impact interventions** to help Starbucks **drive efficiency, accelerate reaching high performance and enrich the customer experience**

Empowered support team



To accelerate reaching high performance and focus on delivering the best customer service

Productivity boost



Leverage technology to deflect volume, accelerate response and improve experience

Digital engagement



Use cost effective and customer centric channels to expand digital relationships with customers & partners

Robust QA & CX



Drive QA and CX process with analytics and intelligent agent facing technology

Impact on key Starbucks' Objectives:

Deliver an optimized customer & partner experience



Adjust to planned & unplanned volume peaks and troughs



Deliver on service level objectives



Ensure a robust QA process



Gain insights and understanding on customer contact reasons (CCC)



Align support and overall brand experience



Support 2021 revenue and margin improvement and pandemic recovery efforts

Teleperformance **Transformation Solutions can deliver an 18%* of net savings from TCO** over a 3 year contract with 12 selected solutions

>60% of our Transformation solutions are **high impact interventions**

Our Transformation Blend for Starbucks

Based on our understanding of Starbucks objectives, Teleperformance is focusing on three themes:


Transformation Themes

1. Empowered support team for productivity improvement

2. Digital enablement

3. Robust QA process and CX


Description

Empower agents all the way, for them to focus on delivering the best service to Customers and Partners. Leverage performance optimization and efficiency to develop a lean operation.

Drive digital engagement where advantageous to your customers and partners. Seamlessly convert more voice volume to digital channels, use automation to reduce contact rate, improve self service effectiveness and cost to serve.

Leverage analytics and intelligent agent facing technology to enhance customer service experience, improve CSAT, NPS and productivity.



Recommended Solutions


- **Training Simulation** (All LOBs)
- **Gamification** (All LOBs)
- **Screen Unification** (All LOBs)
- **Digital Floor Walker** (All LOBs)



- **Voice to messaging** (except L2)
- **Instant messaging** (except L2)
- **Email bot** (only CCC & B2B)
- **Chatbot** (only CCC)
- **Automated Password reset** (TSD only)
- **Process automation** (Only FCC, PCC & TSD)



- **Descriptive Analytics - Interaction Analytics (Text & Speech)** (CCC, FCC, PCC, TSD)
- **QA automation & QA enablement**


Features

- Platform that supports process capture, generates learning documents and interactive simulations. Provides step-wise feedback and user-wise error tracking
- The use of game mechanics such as points, levels, challenges, and badges promotes targeted metric improvement and increases ESAT which reduces attrition
- RPA enabled desktop unification provides quick and easy access to information from multiple systems.
- Digital agent assistants provide real time support to agents to resolve customer issues more effectively

- Engage more customers digitally within more cost effective and more customer-centric channels
- Email automation opens the opportunity to answer simple questions and reduce human intervention requirements
- Use automation to address simple queries related to general customer service & Loyalty program
- Leverage human talent more effectively
- Automate password reset process to accelerate resolution

- Systematically review and crunch all interaction data from each CX channel
- Interaction analytics extracts deep and meaningful business insights to your CX top management to drive strategy and granular intelligence to provide real-time feedback to agents
- Interaction analytics open the opportunity for QA Automation
- Eliminate manual QA scoring
- Find problem areas and enable agents to be more successful with technology and reduce customer effort

Our Transformation Solutions' Impact

Solutions provide both qualitative and quantitative significant benefits

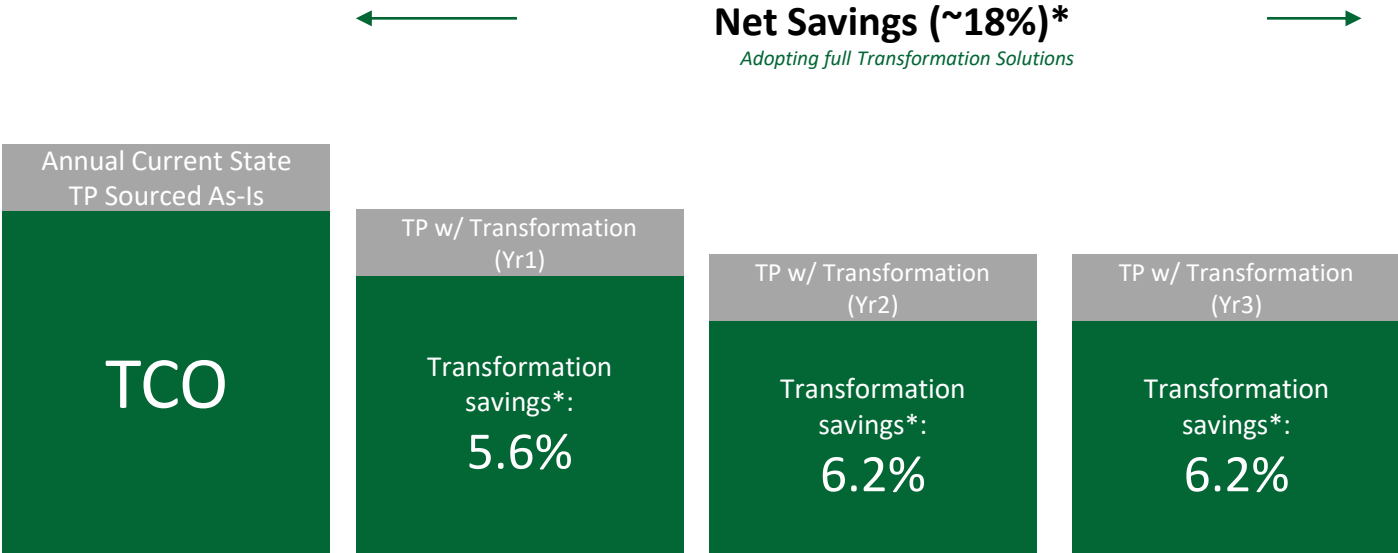
Benefits* per transformation theme

Theme	Gross Savings	Net benefits
Empowered team for productivity improvement	11.2%	9.8%
Digital enablement	8.5%	7.7%
Robust QA & QX	4.3%	0.4%

Benefits* per LOB

LOB	Gross Saving	Net Benefit
CCC	15.2%	11.19%
B2B	0.2%	0.1%
L2	0.24%	0.22%
FCC	1.87%	1.23%
PCC	2.39%	1.74%
TSD	4.11%	3.4%

Specific Transformation benefits and economic impact are to be presented according to once geographies are selected.



	Gamification	Simulation	Screen Unification	Digital Floorwalker	Voice to message	Instant message	Email Bot	Chatbot	RPA	Automated password recovery	Interactive Analytics	QA as a Service
CCC	✓	✓	✓	✓	✓	✓	✓	✓			✓	✓
B2B	✓	✓	✓	✓	✓	✓	✓					✓
L2	✓	✓	✓	✓								✓
FCC	✓	✓	✓	✓	✓	✓			✓		✓	✓
PCC	✓	✓	✓	✓	✓	✓			✓		✓	✓
TSD	✓	✓	✓	✓	✓	✓			✓	✓	✓	✓

■ Productivity Improvement

■ Digital enablement

■ Robust QA & CX

Solutions in scope scenarios

All of our solutions provide both qualitative and quantitative benefits

Transformation scenarios	Transformation solutions included in rate	Recommended solutions for highest benefit and impact	Extended solution for Quality Assurance
Solutions in scope	<ul style="list-style-type: none"> Simulation (all LOBs) Gamification (all LOBs) Digital Floor Walker (all LOBs) 	<ul style="list-style-type: none"> + Screen Unification (all LOBs) + Voice to Message (except L2) + Instant messaging (except L2) + Email bot (only CCC & B2B) + Chatbot (only CCC) + Automated password reset (TSD only) + Process automation (Only FCC, PCC & TSD) + Descriptive Analytics - Interaction Analytics (Text & Speech) (CCC, FCC, PCC, TSD) 	<ul style="list-style-type: none"> + QA automation & QAaaS enablement
Benefits*	<ul style="list-style-type: none"> Reduced time, effort and cost to create accurate content Enable knowledge management process automation, ensuring quick, accurate and effective knowledge transfer Help agents learn more effectively, retain more knowledge from training and reduce learning curves with training simulation Higher training ROI and better user experience Gamification promotes targeted metric improvement and increases ESAT which reduces attrition. Help agents resolve more issues on first contact (digital interaction focus) Increased employee satisfaction Shorter interactions, reduced waiting times & up to 60% improvement in “not ready” or hold time, driving AHT time reduction Up to 15% increase in agent productivity 	<ul style="list-style-type: none"> 20% productivity improvement 15% abandonment decrease 35% improved positive response rate Reduced call volume & 10% reduction in AHT, improved service level Call volume reduction & up to 50% Call deflection IVR optimization Silence/ hold reduction 30% in cost operations 85% improved FCR 	<ul style="list-style-type: none"> Seamless integration with different Contact Service groups Increased compliance Optimized resources for QA process 8.5% improvement in AHT 25% Reduction in customer complaints 75% efficiency gain in QA 30% increase in supervisor productivity QA scores improved by 10% QA compliance improved by 11% Positive response rate increased 5%-10%
Net Benefits**	6%	18%	1%

*As per Industry Averages; **Per 3-year. Approximate benefits. Specific Transformation benefits and economic impact are to be presented according to once geographies are selected. Exact Benefit will be quantified post due Diligence by T.A.P CoE

Click on image to play video



Let us take you through a day in the life of a contact center agent and how our innovative approach and solutions make continuous improvement come to life:

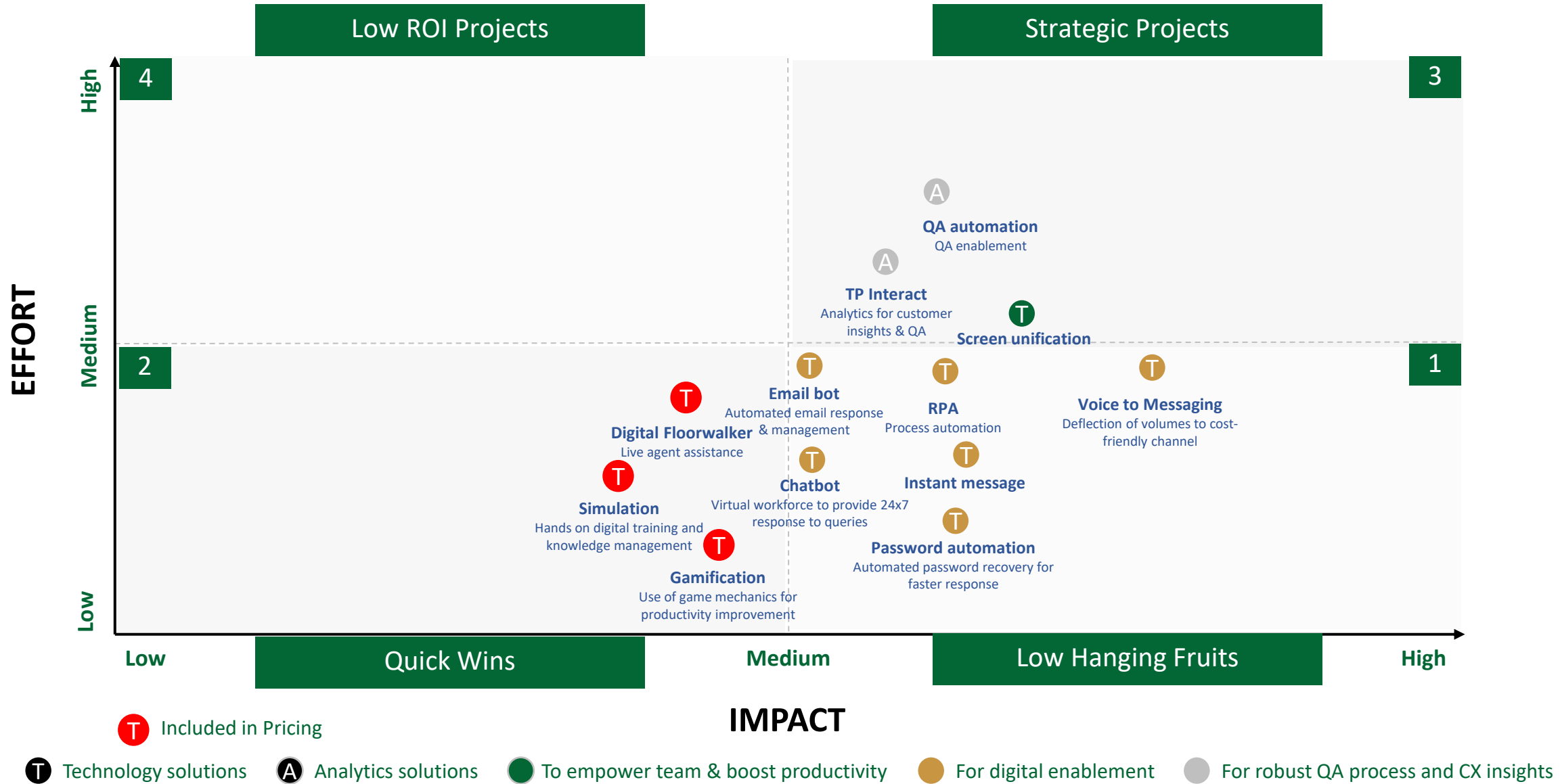
See how **we empower agents** to be prepared through practicing real world scenarios, receiving agent assistance during live calls and being engaged through fun challenges with achievement rewards.

We leverage technology to allow our agents to **focus only on interactions that add value for clients and customers**, from supporting using a single screen with all key information, to using **digital channels** for different customer inquiries. The full automation helping remove inefficiencies tied to email communication.

Review how we use analytics to evaluate interactions and **identify insights to drive positive results and understand customer sentiment**

Impact-effort Matrix

>60% of the solutions are in high impact category



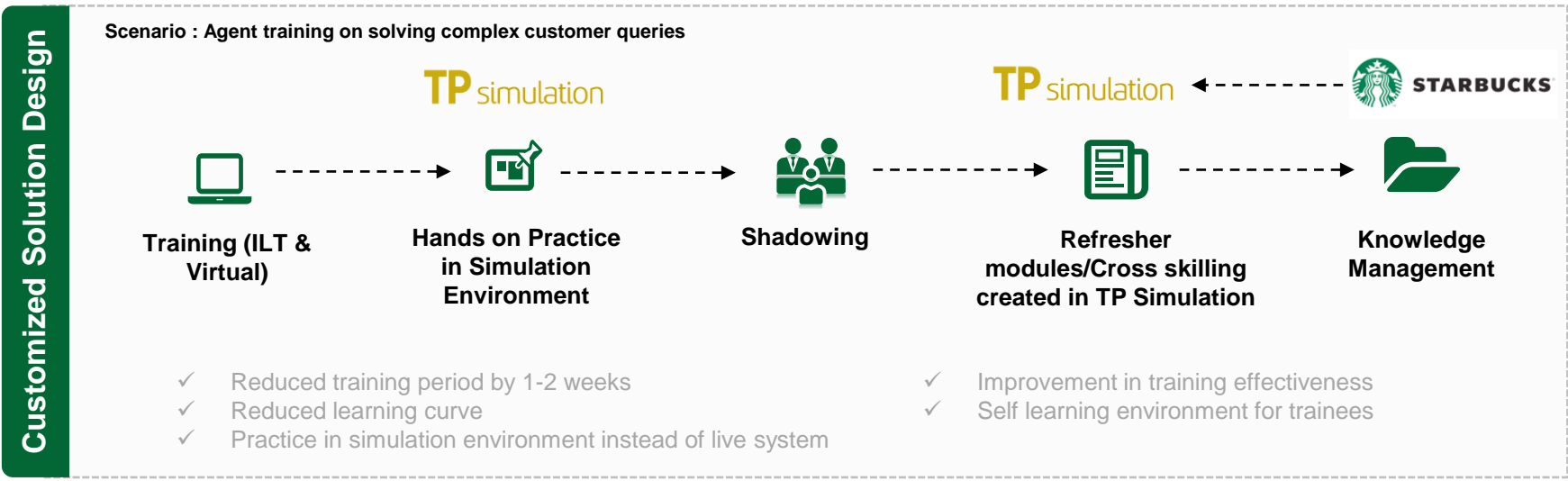


Annexure



Solution Description	Potential benefits*	Approximate ROI**
Digital training and knowledge management platform to empower learning management through effective knowledge transfer	67% Improvement in data processes	↓2% TCO reduction

Technology



Effort Complexity

Low

Automation Potential

High

Indicative Timelines (Weeks)

BRD	1
Solution Design	1 to 2
Development	2 to 3
SIT/UAT	1
Pilot & Deploy	1
Hypercare	1

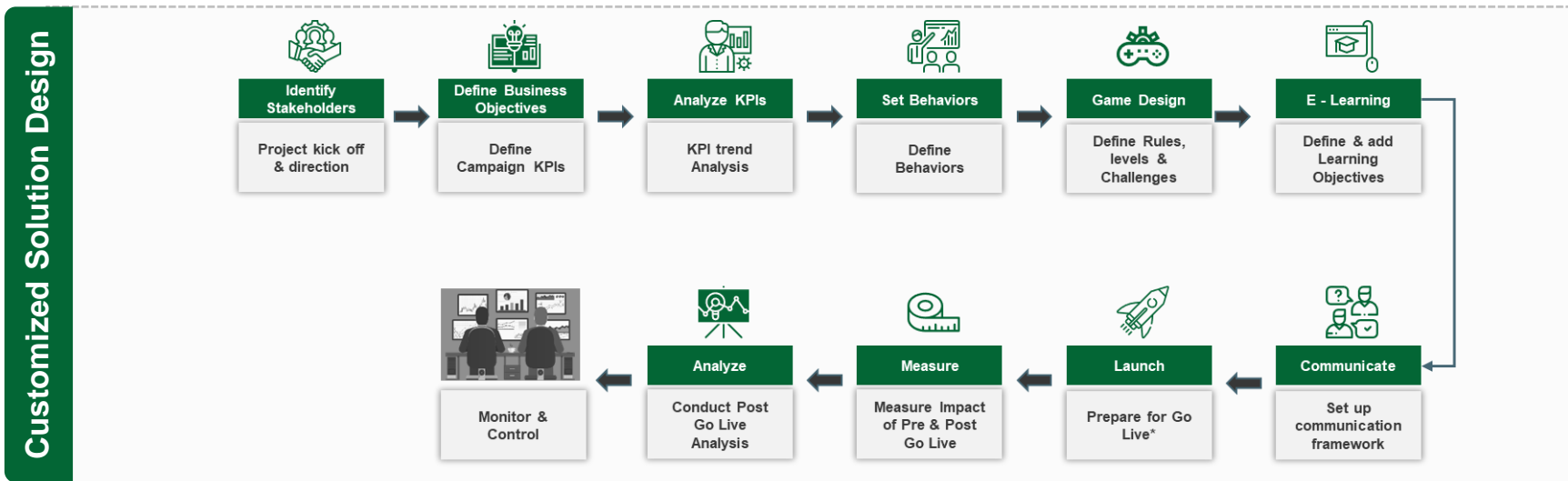
Recommendation	Solution Applicability	LOB Coverage	How Solution is Unique?
Eliminate <input type="checkbox"/>	Front Office <input checked="" type="checkbox"/>	CCC <input checked="" type="checkbox"/>	<ul style="list-style-type: none"> Self Learning Training platform with Audio-Visual presentation Show-Guide-Test features
Optimize <input type="checkbox"/>	Back Office <input type="checkbox"/>	B2B <input checked="" type="checkbox"/>	
Automate <input type="checkbox"/>	3P interfaces <input type="checkbox"/>	L2 <input checked="" type="checkbox"/>	
Sourcing <input checked="" type="checkbox"/>		FCC <input checked="" type="checkbox"/>	
		PCC <input checked="" type="checkbox"/>	
		TSD <input checked="" type="checkbox"/>	

*As per Industry Averages; **Per 3-year. Approximate benefits. Specific Transformation benefits and economic impact are to be presented according to once geographies are selected. Exact Benefit will be quantified post due Diligence by T.A.P CoE

Exponential increase in Agent productivity through gamification

Solution Description	Potential benefits*	Approximate ROI**
Gamification and analytics solution to increase employee engagement, motivate teams and boost performance	34% Improvement in positive response rate	↓4% TCO reduction

Technology



Effort Complexity

Low

Automation Potential

High

Indicative Timelines (Weeks)

BRD	1
Solution Design	1 to 2
Development	NA
SIT/UAT	1
Pilot & Deploy	1
Hypercare	1

Recommendation	Solution Applicability	LOB Coverage	How Solution is Unique?
Eliminate <input type="checkbox"/>	Front Office <input type="checkbox"/>	CCC <input type="checkbox"/>	<ul style="list-style-type: none"> Greater employee engagement in WAHA setup Digital Maturity enhancement CX improvement and Positive Response Rate
Optimize <input type="checkbox"/>	Back Office <input type="checkbox"/>	B2B <input type="checkbox"/>	
Automate <input type="checkbox"/>	3P interfaces <input type="checkbox"/>	L2 <input type="checkbox"/>	
Sourcing <input type="checkbox"/>		FCC <input type="checkbox"/>	
		PCC <input type="checkbox"/>	
		TSD <input type="checkbox"/>	

*As per Industry Averages; **Per 3-year. Approximate benefits. Specific Transformation benefits and economic impact are to be presented according to once geographies are selected. Exact Benefit will be quantified post due Diligence by T.A.P CoE

Solution Description

RPA based solution to create a unified Console for executing multi application tasks and reduce screen toggle time

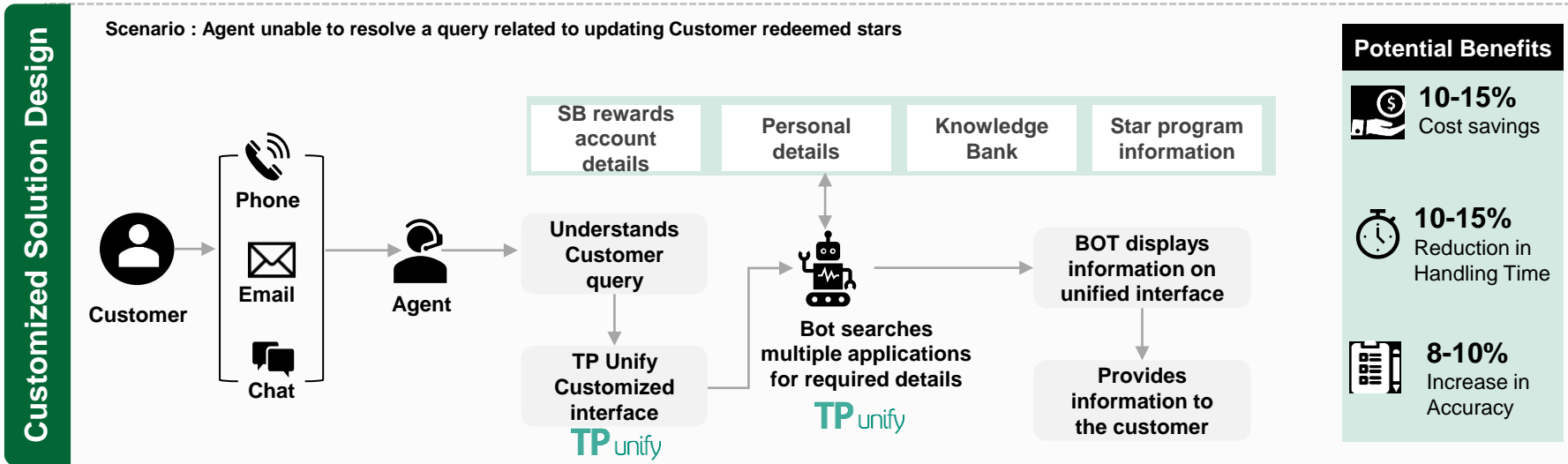
Potential benefits*

25% Savings due to AHT reduction

Approximate ROI**

↓6% TCO reduction

Technology



Effort Complexity

Low

Automation Potential

High

Indicative Timelines (Weeks)

BRD	1 to 2
Solution Design	1 to 2
Development	3 to 4
SIT/UAT	1 to 2
Pilot & Deploy	1 to 2
Hypercare	1 to 2

Recommendation

Eliminate	█
Optimize	█
Automate	█
Sourcing	█

Solution Applicability

Front Office	█
Middle Office	█
Back Office	█

LOB Coverage

CCC	█
B2B	█
L2	█
FCC	█
PCC	█
TSD	█

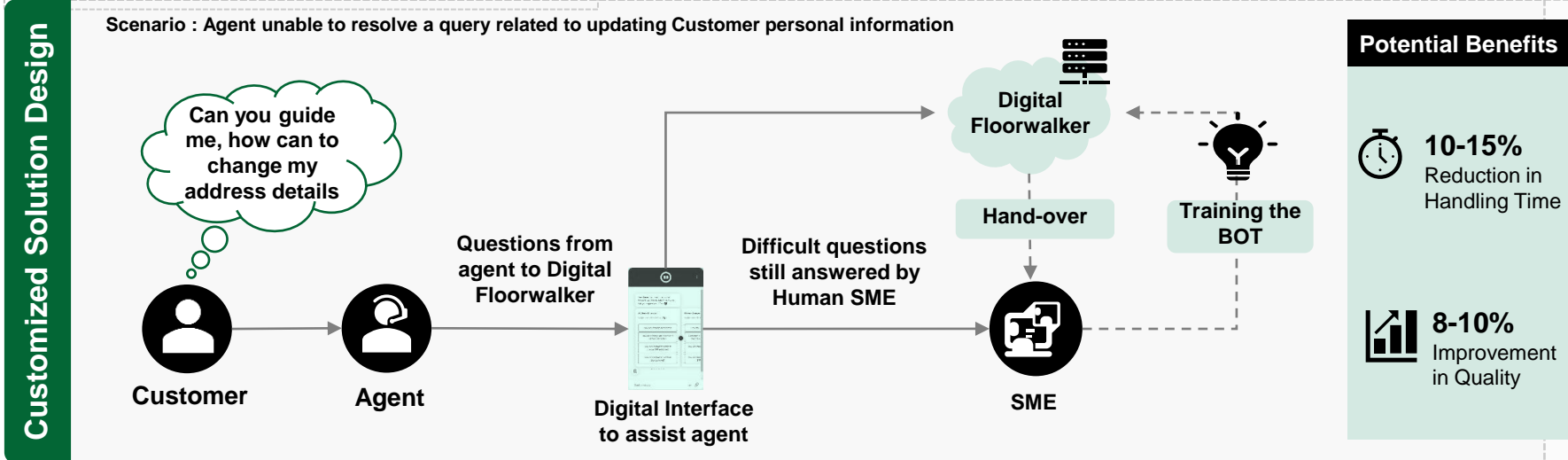
How Solution is Unique?

- Flexibility to interface with external client applications
- SSO capability to access all information at one place
- User friendly screen with faster browse capability

Smart Assistant to help Agents during Live calls

Solution Description	Potential benefits*	Approximate ROI**
Virtual Assistant to assist agents in solving complex queries, Leverages AI to create decision-based workflows & find right content	25% Reduction in learning curve	↓2% TCO reduction

Technology



Effort Complexity

Medium

Automation Potential

Medium

Indicative Timelines (Weeks)

BRD	2
Solution Design	2 to 3
Development	NA
SIT/UAT	1
Pilot & Deploy	1
Hypercare	1

Recommendation

Eliminate	█
Optimize	█
Automate	█
Sourcing	█

Solution Applicability

Front Office	█
Back Office	█
3P interfaces	█

LOB Coverage

CCC	█
B2B	█
L2	█
FCC	█
PCC	█
TSD	█

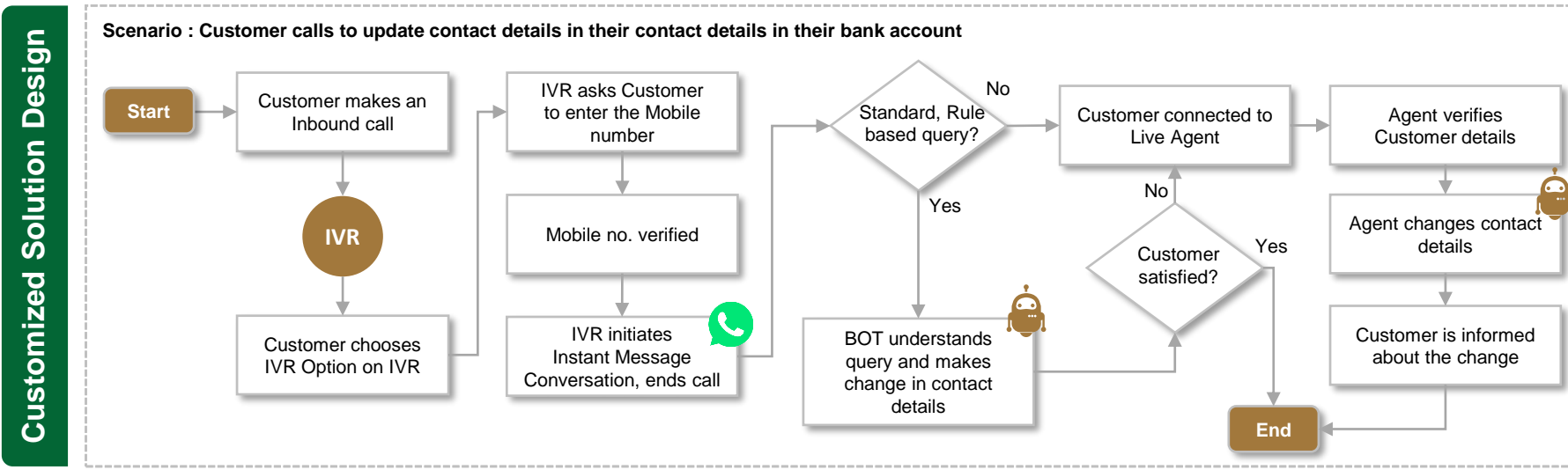
- ### How Solution is Unique?
- 24X7 available to support agents
 - Improvement in FCR and Positive Response Rate
 - Integrates with existing Knowledge Base

*As per Industry Averages; **Per 3-year. Approximate benefits. Specific Transformation benefits and economic impact are to be presented according to once geographies are selected. Exact Benefit will be quantified post due Diligence by T.A.P CoE

Deflection of Volumes to cost friendly channels & improve self service

Solution Description	Potential benefits*	Approximate ROI
A technology that provides consumers with a choice to chat when they call an IVR, deflection to cost-friendly channel	Up to 20% Calls in cue	↓5% TCO reduction

Technology



Effort Complexity

Low

Automation Potential

High

Indicative Timelines (Weeks)

BRD	1 to 2
Solution Design	2 to 3
Development	2 to 3
SIT/UAT	2 to 3
Pilot & Deploy	1 to 2
Hypercare	1

Recommendation

Eliminate	<input type="checkbox"/>
Optimize	<input checked="" type="checkbox"/>
Automate	<input type="checkbox"/>
Sourcing	<input type="checkbox"/>

Solution Applicability

Front Office	<input checked="" type="checkbox"/>
Middle office	<input type="checkbox"/>
Back Office	<input type="checkbox"/>

LOB Coverage

CCC	<input checked="" type="checkbox"/>
B2B	<input checked="" type="checkbox"/>
L2	<input type="checkbox"/>
FCC	<input checked="" type="checkbox"/>
PCC	<input checked="" type="checkbox"/>
TSD	<input checked="" type="checkbox"/>

How Solution is Unique?

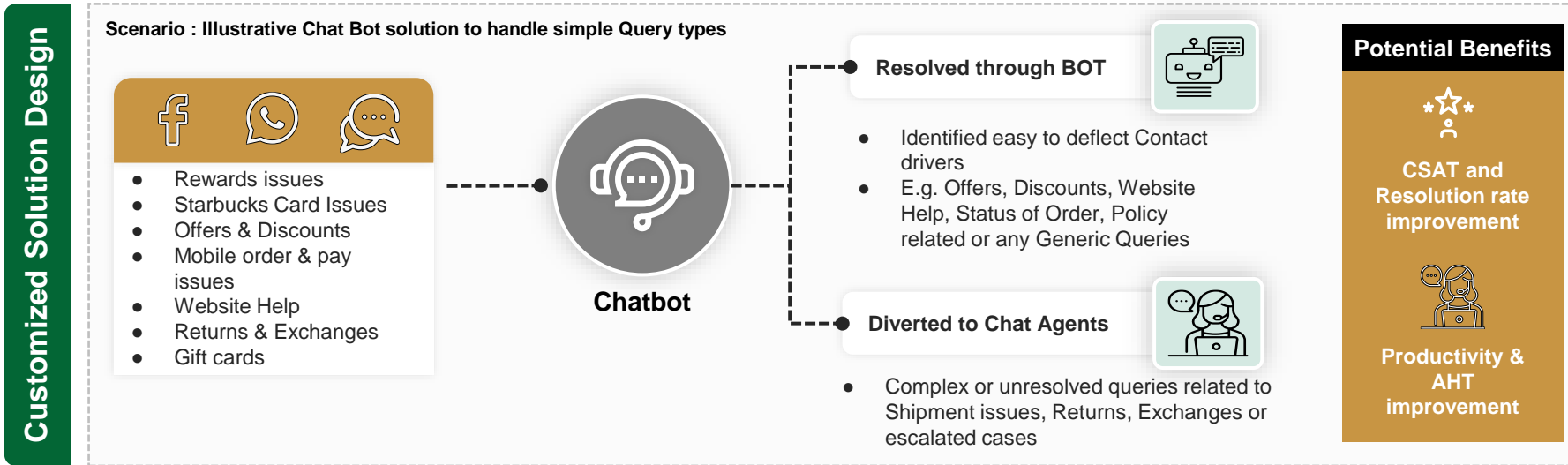
- Leveraged V2C by integrating with System of Records
- Asynchronous Channel Deflection
- Quick deployment for Work At Home

*As per Industry Averages; **Per 3-year. Approximate benefits. Specific Transformation benefits and economic impact are to be presented according to once geographies are selected. Exact Benefit will be quantified post due Diligence by T.A.P CoE

Virtual workforce to provide 24X7 support to Customers

Solution Description	Potential benefits*	
AI powered virtual workforce to ensure 24*7 availability to answer customer queries and improve self service	25% Reduction in live chat volume	20% More conversation handled

Technology



Effort Complexity

Medium

Automation Potential

Medium

Indicative Timelines (Weeks)

BRD	1 to 2
Solution Design	1 to 2
Development	2 to 3
SIT/UAT	1 to 2
Pilot & Deploy	1 to 2
Hypercare	1

Recommendation	Solution Applicability	LOB Coverage	How Solution is Unique?
Eliminate	Front Office	CCC	<ul style="list-style-type: none"> Personalized & Effective Customer service Increased concurrency resulting in reduced APT Advanced reporting for Business analytics
Optimize	Back Office	B2B	
Automate	3P interfaces	L2	
Sourcing		FCC	
		PCC	
		TSD	

*As per Industry Averages; **Per 3-year. Approximate benefits. Specific Transformation benefits and economic impact are to be presented according to once geographies are selected. Exact Benefit will be quantified post due Diligence by T.A.P CoE

Solution Description

Intelligent automated email management solution based on Machine Learning and Natural Language Processing

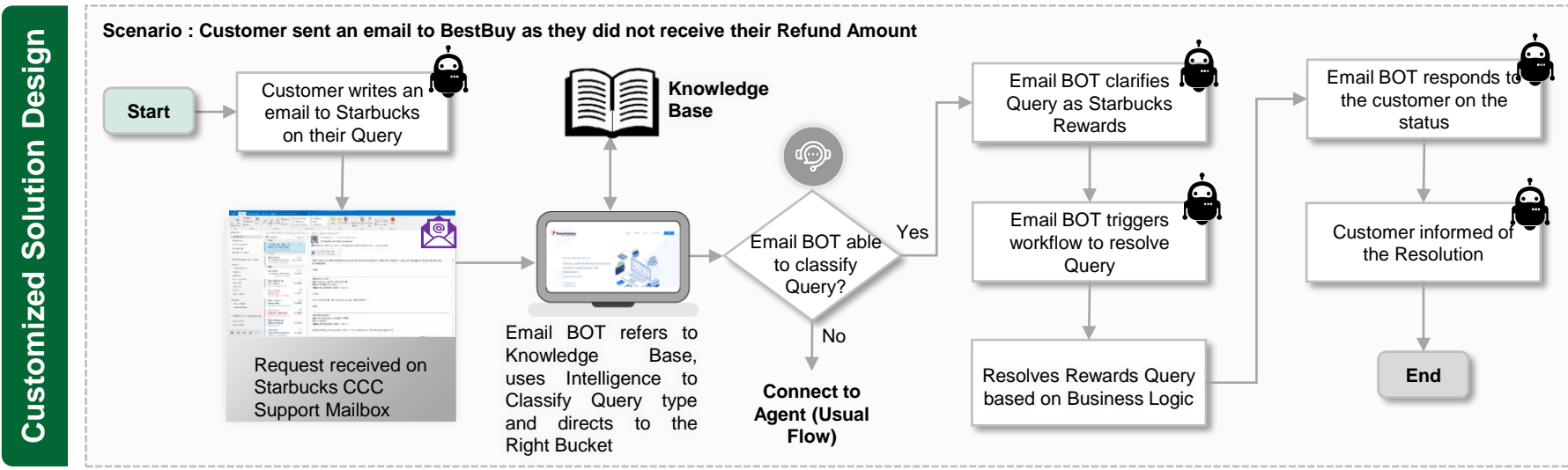
Potential benefits*

24x7 Operations, resulting in faster response time

Approximate ROI**

↓7% TCO reduction

Technology



Effort Complexity

Low

Automation Potential

High

Indicative Timelines (Weeks)

BRD	1 to 2
Solution Design	1 to 2
Development	2 to 4
SIT/UAT	1
Pilot & Deploy	1
Hypercare	1

Recommendation

- Eliminate
- Optimize
- Automate
- Sourcing

Solution Applicability

- Front Office
- Back Office
- 3P interfaces

LOB Coverage

- CCC
- B2B
- L2
- FCC
- PCC
- TSD

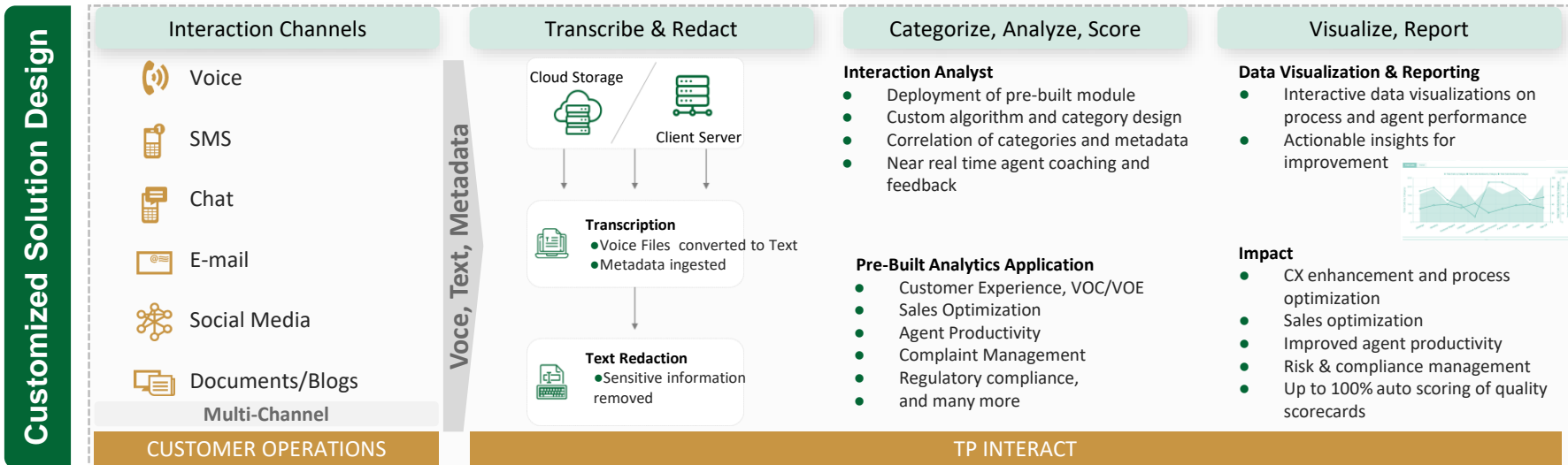
How Solution is Unique?

- Classification engine Reads & Understand Email Intent by leveraging NLP to identify actionable words from Email
- Response Engine Responds to in most-human like interactions

Advanced Analytics for driving Customer Intelligence & Insights

Solution Description	Potential benefits*	Approximate ROI**
Advanced Analytics solution backed by Latest Interaction Analytics Technology & Consultants to generate Business insights	100% Customer interactions analyzed	↓4% TCO reduction

Analytics



Effort Complexity

Medium

Automation Potential

Medium

Indicative Timelines (Weeks)

BRD	1 to 2
Solution Design	1 to 2
Development	4 to 6
SIT/UAT	1 to 2
Pilot & Deploy	1 to 2
Hypercare	1

Recommendation	Solution Applicability	LOB Coverage	How Solution is Unique?
Eliminate	Front Office	CCC	<ul style="list-style-type: none"> Near Real Time Reporting & ROI Modelling AI Powered Application suite Advanced Data Visualization & Self Learning Platform with Sentiment analysis capability
Optimize	Back Office	B2B	
Automate	3P interfaces	L2	
Sourcing		FCC	
		PCC	
		TSD	

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Transformation Approach Development

How we help clients realize their vision?

TAP GOVERNANCE



STEP 1

Conduct high level opportunity assessment by applying TAP Framework

2a Agent Desktop/Screen Unification
Solution Design and ROI Estimation

2b Conversational AI with Assist KB
Solution Design and ROI Estimation

2c Smart Visual Assistant (SVA)
Solution Design and ROI Estimation

2d Gamification to Enhance Agent Productivity
Solution Design and ROI Estimation

STEP 2

Conduct Cost benefit analysis and calculate Payback period

1a Net Savings of \$18M over 2 years, with 11 T.A.P SOLUTIONS

1b Payback Period accelerated to 9 months, 7% investment self-funded

3 Annexure Investment analysis

STEP 3

Build Impact-effort matrix and prioritize project pipeline

1f >50% of the solutions are in the low effort-high impact category

1e \$3M reduced from Benefits, equating to 15% effort overlap on 6 Solutions

STEP 4

Estimate Project implementation timelines

1c Solutions segmented and sequenced, for 36% Resource Optimization

1d Annexure Project Plan

STEP 5

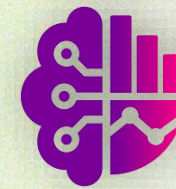
Include Assumptions, Support needed and Next steps

5a Annexure Solution Assumptions

Support needed from Client

Week 0 ----- Week 2 ----- Week 3 ----- Week 4 ----- Week 5 ----- Week 6 ----- Week 7 ->

Indicative Timeline




Technology
Analytics
Process Excellence


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Thank you!

Thank You

