

## Case study

# Powering telecoms CX success internationally



In an increasingly competitive telecoms market, VMO2 recognised the need to elevate its customer service delivery to meet the rapidly evolving expectations of their customers. Facing challenges such as inconsistent performance across regions, diverse customer segments, and the demand for quicker issue resolution, VMO2 sought a partner who could provide innovative solutions and operational excellence. This led to a strategic collaboration with Capita, aimed at leveraging global service delivery, cutting-edge technology, and process innovation to transform VMO2's customer experience operations.

## Challenges

Rising customer expectations for faster, seamless issue resolution across voice and digital channels.

Inconsistent performance across regions impacting service quality and KPI delivery.

The need for scalable, multilingual support to serve diverse customer segments.

## How we helped

**29%**

improvement  
total call  
handling times.



**326,913**

inbound  
sales calls  
successfully  
managed.



**145,215**

B2B  
engagements  
delivered.



**60,000**

webchats  
handled.



## Our approach



Introduced universal agents and virtual call centres for seamless customer handovers to improve call handling times, deliver faster resolutions and boost customer satisfaction.



Deployed Sanas AI, a Gen AI speech-to-speech tool, to enable multilingual conversations and reduce friction.



Standardised KPIs and processes across India, South Africa, and the UK to ensure consistent performance.



Implemented productivity tools to support agents and drive continuous improvement in CX delivery.