



Webhelp

Webhelp

Corporate

Presentation

September 2021

Game-changing customer journeys

We are your global partner that designs,
delivers and optimizes unforgettable human
experiences for today's digital world



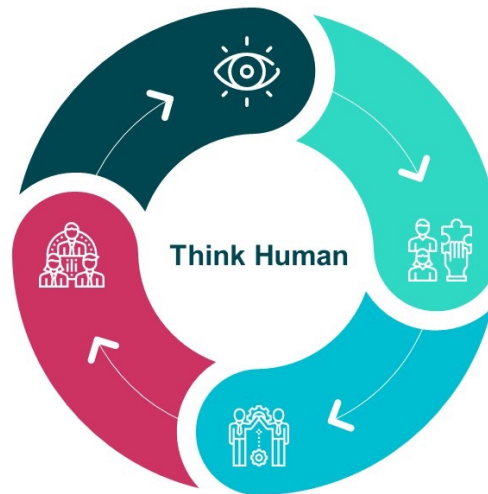
Webhelp Group – Overview and Core Capabilities

We build human experiences and shape business solutions

We enrich customer experience and business solutions to create lasting value for the world's most exciting companies. We use our smarts, our hearts - and a drive to make business more human.

Webhelp is a great place to grow

We grow, and so do our clients, because we are creative, agile thinkers who strive to enjoy every day at work. We don't rest until we find a better, smarter, more human way. Our clients live at the heart of everything we do, and people matter to us above all.



We are a global community of passionate game-changers

We thrive on making a difference in the lives of people and businesses. At Webhelp, we bring together passionate, fun-loving people and give them the freedom and tools they need to look after our clients' customers as if they were their own.

We give you the technological edge

We deploy AI, voice analytics and other leading technologies to futureproof customer experience and transform ways of working. This is how we create value.

People and technology in brilliant harmony.



**Solution
designer**

**Service
provider**

**Technology
enabler**

Culture & Values



#Integrity

We are a people-first company

#Commitment



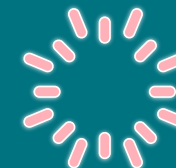
We put our client at the heart

#Unity



We are passionate game-changers

#Recognition

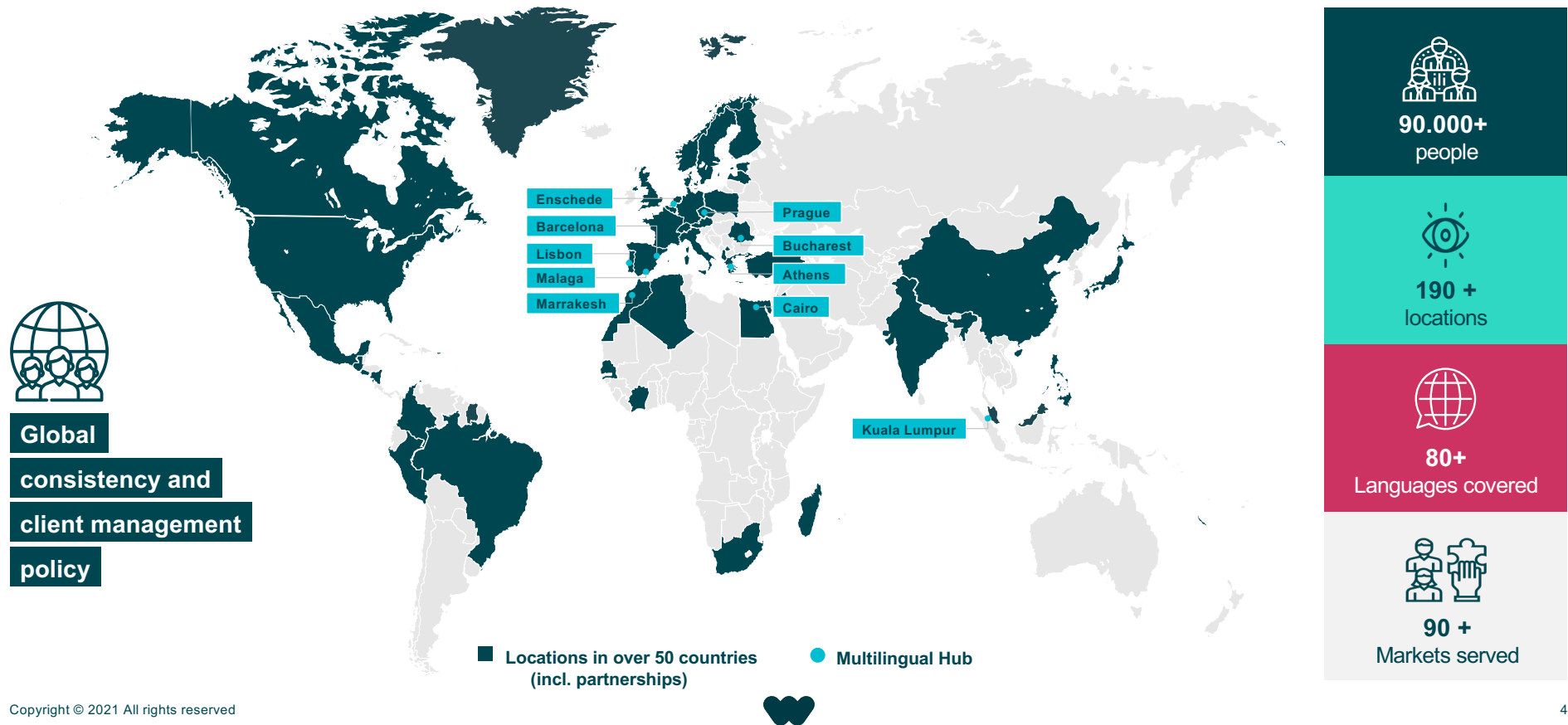


We strive to enjoy everyday

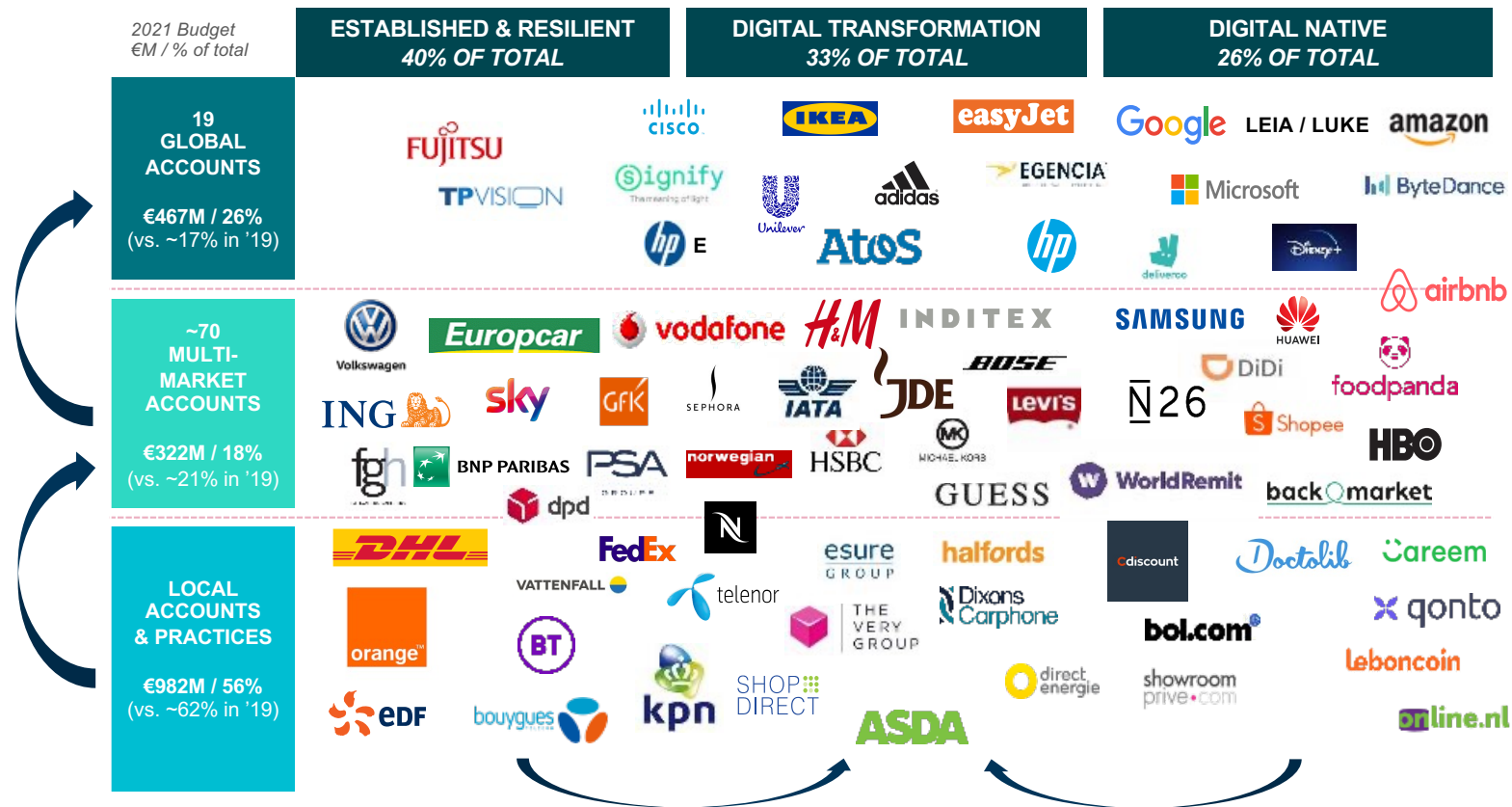
#WOW



Anywhere, anytime, any device, right across the globe.
Our global footprint offers you our unique best-shoring approach.



We are focusing on the most profitable segments of growth through industry focus and a strategic segmentation



OUR SECTORIAL EXPERTISE

A specialized approach per industry: Sample of our 1000+ clients

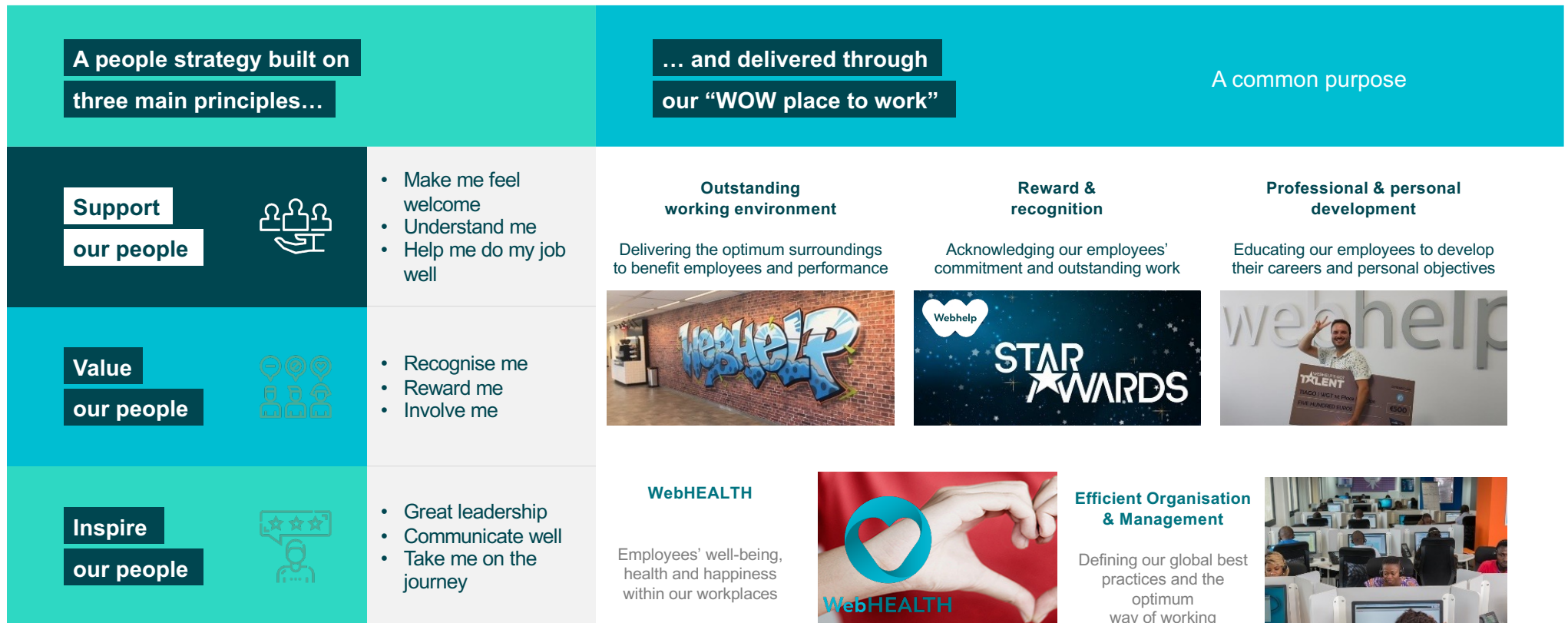
Telecom	High-tech	Media	Travel / leisure	Financial services	Utilities
      	      	    	        	    	     
Retail	Fashion / luxury	Logistics	Automotive	Government and public sector	Health
      	       	    	        	    	     












Our WOW model to drive excellent service delivery



Webhelp Group – People First Company



A long standing partnership creating value and growth

<div></div> <div><div>Client</div><div>Challenge</div></div> <p>Webhelp and EasyJet have worked together since 2015 and recently extended our partnership for the next 5 years.</p> <p>The next stage in our partnership will have an increased focus on transformation, specifically:</p> <ul style="list-style-type: none">• Increasing digital interactions• Improving CX• Increasing revenue• Efficiency improvements		<div></div> <div><div>Webhelp</div><div>solution</div></div> <p>We're supporting EasyJet, and their customers, with a diverse range of exceptional services:</p> <ul style="list-style-type: none">• Dedicated multi-lingual hub• Complaints centre of excellence• Dedicated GDPR, Legal Support and Social Media teams• Disruption Management support for planned and unplanned peaks• Dedicated model office function using industry leading methodologies, tools and analytics to drive forward our transformation program		<div></div> <div><div>Results</div><div>delivered</div></div> <p>Key results include:</p> <ul style="list-style-type: none">• 7 million annual contacts handled• 86% First Call Resolution• 78% Customer Satisfaction• £600,000 of value already delivered through technology transformation	
<div></div> <div><div>Services provided</div><ul style="list-style-type: none">• Customer Service & Support• Executive Complaints• Legal and Privacy Services• Holiday Sales and Support• Back Office</div>	<div></div> <div><div>Locations</div><ul style="list-style-type: none">• 10 international locations including; UK, Poland, Romania, Portugal, Morocco, India and South Africa</div>	<div></div> <div><div>Segment</div><ul style="list-style-type: none">• B2C• B2B</div>	<div></div> <div><div>#Agents/employees</div><ul style="list-style-type: none">• 900</div>	<div></div> <div><div>Languages</div><p>English, German, Polish, Italian, Dutch, French, Spanish, Portuguese</p></div>	<div></div> <div><div>Channels</div><ul style="list-style-type: none">• Voice• Email• Chat• Social Media</div>



Building a global partnership



Client challenge

The on-line food delivery company Deliveroo operates in over 200 locations around the world.

With rising popularity of the service creating volatility for the business and increasing demand Deliveroo needed a partner to bring stability combined with the capacity to grow.



Webhelp solution

Webhelp designed an operating model based on our global best practices. This model combines consistent local structures for each site with support from a global account governance framework.

Our model is designed to grow as the business adapts and grows, providing deliveroo with an agile and flexible service.



Results delivered

- We supported Deliveroo during some unprecedented peaks in demand by going live for some markets within 24 hours
- We provided flexibility to increase our headcount to meet demand by leveraging alternative solutions like split shifts and part time working
- We rapidly implemented our Webhelp Anywhere home working solution to maintain services in response to the global pandemic

Services provided



- Customer Service
- Rider Support
- Restaurant Operations

Locations



- Morocco
- Suriname
- Romania
- Ivory Coast

Segment



- B2C E-commerce support

#Agents / employees



- 450 people

Languages



- French, Italian, Dutch, Spanish and English

Channels



- Voice
- Email
- Chat
- Social Media



Transformational partnership

Client

challenge



Our 10 year partnership with The Very Group started in August 2015. The Very Group wanted to reshape their customer service operation with a strategy that delivers a shift towards digital customer engagements.

Together we are helping The Very Group transform their business, delivering their strategy to become a world class digital retailer.

Webhelp

solution



Our solution is based around three key areas:

1. Customer Closeness Centre (CCC). This innovative model office environment enables us to identify and test CX improvements in real time in a real customer environment.
2. Digital. Through the CCC we've been able to test and improve poor on-line journeys and user experiences. Providing insight into key business changes and digital channel roll outs; chatbots for example.
3. Operational Excellence. As a people first company we put our people at the heart of the transformation journey. Our people feel part of the brand and are empowered and encouraged to support in improving the business.

Results

delivered



- 33% Year on Year reduction in average contacts
- Over £5million in cost reductions
- 73% First Contact Resolution rate
- 35% Voice Net Promoter Score (more than 20% better than the industry average)
- Multi award winning service



Services provided

- Front line Service – voice and email
- Back Office Work
- FS Complaints management



Locations

- Falkirk, UK
- Glasgow, UK
- Cape Town, SA



Segment

- B2C
- B2B



#Agents / employees

- 580 employees



Languages

- English



Channels

- Voice
- Manual Back Office Work
- Email





Content moderation for the world's fastest growing video portal



Client challenge

The client needed a flexible supplier, easy to work with and benchmark leader. As a large start-up who makes fast decisions, the client is looking for an agile partner to match the fast pace in delivering accurate and timely Content Moderation for an extremely fast-growing Indian market.



Webhelp solution

Nine specialized teams were set up in India, Jordan, the UK and Latvia to provide a holistic, multi-language, custom-made Content Moderation approach and guarantee maximum coverage. The teams are guided by an experienced executive leadership team with a significant track record in establishing and scaling high performance customer operations.



Results delivered

- We **decreased moderation time by 44%** in the first four months of production.
- No.1 performing vendor as it relates to quality and the transition
- Accuracy: 99,96% Vs 97% targeted
- Loyalty: 74% of the team would recommend joining the project to friends and family
- Attrition Rate: stabilized to 1,3% / month over a 1000+ headcount



Services provided

- Content Moderation
- Data labelling
- Customer service
- Live monitoring



Locations

- India (2x)
- Jordan
- UK
- Latvia



Segment

- B2B
- C2C



#Agents / employees

- 1800 +



Languages

15+
Hindi, English, Arabic,
Urdu, Russian



Channels

- Video
- Audio
- Comments



Implementing a transformation partnership

Client

challenge



Dixons Carphone is a leading multinational consumer electrical and mobile retailer and services company. Dixon's Carphone needed a partner to help them deliver great service and also support the transformation of their business.

Because of our specialised global expertise in delivering transformational partnerships Webhelp was the perfect partner for Dixons Carphone.

Webhelp

solution



Webhelp, working with our specialists at GoBeyond Partners, created a 7 year transformation roadmap. Fueled by Insight and Analytics our programme is increasing digital interactions, improving the customer experience and delivering cost savings. Our improvements so far include:

- Upskilling 500 store colleagues to support the contact centre.
- Set up 800 colleagues to work from home during the pandemic
- Onboarding 430 additional colleagues for peak support.
- Disposition tool, demand dashboard and a demand reduction programme with 122 Initiatives, delivering 30 so far.
- Virtual Assistant supporting 42 different customer journeys.
- Using SMS to deflect customers to digital channels.

Results

delivered



Despite the challenges of the Covid-19 pandemic our partnership has so far achieved:

- More than £3m in Annualised Benefits.
- 20% Reduction in On-line and Retail Tech Transfers
- Removed 448,000 contacts
- 23% increase in digital contacts
- Deflected 47,000 weekly voice contacts to digital

Supported the 2020 peak demand period:

- Handled 125% of projected calls
- 88% CAR, exceeding 80% target
- Handled more than 30,000 weekly webchats

Services provided

- Customer Service and Support
- Sales
- CX Consultancy



Locations

- UK
- South Africa
- India



Segment

- B2C
- Retail
- Electronics and Telecommunications



#Agents

- 1200



Languages

- English



Channels

- Phone
- Email
- Chat
- Chat Bot





Think Human

