

## A Case Study on our client Hey Broadband

### Hey! Broadband

#### OUR CLIENT: HEY BROADBAND:

We believe everyone deserves a FAST, RELIABLE broadband connection at an AFFORDABLE PRICE with an AMAZING CUSTOMER SERVICE.

We are connecting customers to our Fibre to the Premises (FTTP) network in mid-size cities and rural areas in the UK.

#### MAIN CONTACTS:

Marta Comas (CEO)  
Nana Yazaki (Customer Service Manager)

[www.heybroadband.co.uk](http://www.heybroadband.co.uk)

#### CRITICAL GOALS

##### Reduce Cost To Employ (CTE)

Each staff hired offshore can typically offer savings between 30-70% of the CTE of customer service salary costs each year. For this client we achieved a 40% saving annually on the first three roles and we expect going forward to be able to bring this down to 70% now that the set up costs of the business are complete.

##### Reduce Cost To Hire

Through working with Outple, Hey Broadband avoid heavy recruitment fees and reduce management time consumed in lower level role interviewing, management can then focus on the strategic areas of the business.

##### Retain Quality Talent

Retaining Quality Talent is essential for our client to retain their Broadband customers through providing exceptional customer service and reducing management time hiring and training. We are providing talented individuals that can speak, write and read exceptional English with a good accent.

#### CURRENT POSITION

- Lack of quality talent for entry level customer service / call centre roles found at the lower end of the market found in the UK in the customer service sector in the UK.
- Retention challenges have been encountered during the time recruiting in the UK as the quality talent that is available typically will be in the role for a few months and then may go back to studying or have found a role with bigger career prospects.
- Time lost as the team has found themselves advertising and interviewing to avoid heavy recruitment fees.
- High Salaries are attracted in the UK for Customer Service roles typically the CTE is £25,000+ with recruitment fees at 15-25% of the salary.

## STATISTICS

- Project began in October 2020 and continues to date.
- 100s of CVs received and filtered, 22 potential staff pre-screened and then interviewed before presenting 11 for interview to the client.
- Three permanent staff on the project have all been with the project either since the contract started or joined shortly thereafter.
- £18,750 of UK Recruitment Fees avoided.
- £30,000 of UK annual salary costs saved.
- Two leavers due to poor performance managed out and replaced for the client free of charge with two individuals that has now remained in post for one year.

## KEY REQUIREMENTS AND POSITIVE BUSINESS OUTCOMES

- Agree protocol for offers to staff, we recommend to pay higher than the local market rate and we affix candidate salaries against GBP. This way we attract the best talent. We recommend that the client includes an annual bonus and does not commit to pay rises unless deciding to give the staff more responsibilities as this would erode wage arbitrage advantages.
- Plan ahead with confidence and provide a better service.
- Full Job Descriptions and Key Competencies Provided in Advance.
- Globalization and Remote Working has increased talent pool available.
- Stable office locations secured in Malawi, Ghana and South Africa to increase the size of the talent pool available and to ensure stable internet and power connections.

## HOW WILL WE MEASURE SUCCESS?

- Monthly SLA will be adhered to.
- Clear and transparent pricing - no hidden costs.
- Weekly and Monthly client check ins to pick up and manage any quality issues with service.
- Effective communication - no surprises.
- Strong recruitment and HR support from our team.

## CONTRACT DETAILS

Contract Length:  
**One month rolling contract**

FTE Employed:  
**Three Individuals**

Total Estimated CTE saving:  
**£30,000 p.a.**

Local employment taxes and contracts:  
**Outple responsible, not the client**

Staff replacement:  
**If the client is not happy for whatever reason we replace the staff free of charge**

Professional Indemnity Insurance:  
**Up to \$1m**

Payment:  
**Monthly in advance**

Fee structure:  
**Fixed Fee per resource per month**