

The background of the image is a dark blue field filled with numerous bright, multi-colored streaks of light. These streaks, in shades of magenta, cyan, and blue, radiate from a central point in the upper right corner, creating a sense of dynamic energy and movement. The streaks vary in length and intensity, some appearing as sharp lines while others are more diffuse.

KURA

GLOBAL CX OUTSOURCING SOLUTIONS

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CASE STUDY

CONTACT CENTRE AND OMNI-CHANNEL SOFTWARE SOLUTION

KURA

OUR CLIENT IS A TRADE UNION THAT ADVOCATES FOR AND ENGAGES IN NEGOTIATIONS ON BEHALF OF ALL DOCTORS AND MEDICAL STUDENTS IN THE UK.

IT OPERATES UNDER THE LEADERSHIP OF ITS MEMBERS. THEIR EFFORTS ARE DIRECTED TOWARDS SECURING FAVOURABLE TERMS AND CONDITIONS, WHILE ALSO ACTIVELY ADVOCATING FOR AND ADDRESSING MATTERS AFFECTING THE MEDICAL FIELD.

ADDITIONALLY, THEY PROVIDE EDUCATIONAL AND TRAINING PROGRAMMES FOR THEIR MEMBERS.

90%+

KPI DELIVERY

30%

**AHT
REDUCTION**

97%

**MEMBER
SATISFACTION
SCORES**

£413K

**SAVING
THROUGH CI
INITIATIVES**

IMPLEMENTATION AND MOBILISATION

Kura were selected as the partner of choice to revolutionise their current service on behalf of its members. We achieved this through technology & innovation and we are known as a business that has the best people in the industry to deliver exceptional customer experience to our client's members.

We designed, developed, evaluated and implemented a multichannel retention solution with our software SyntelateXA. This solution now gives the members a channel of choice 24/7 and the ability to connect whenever is convenient for them.

As part of the implementation we were required to TUPE employees from the previous supplier which is an area we specialise in, the overall TUPE process was recognised by our new teams as exceptional and testament to our vision 'being unrivalled in developing people'.

Overall the implementation was deemed a huge success by our client, its members and our people onboarded through either TUPE or new ramp hires.

KEY STATS SINCE IMPLEMENTATION

- **90%+ KPI delivery** across all channels
- **32% increase** in member engagement rate
- **97%** member satisfaction scores
- **+60** employee engagement NPS
- **100** point improvement on client NPS
- **120%** increase in membership retention
- **£413,000 spend saving** through CI initiatives
- **30% AHT reduction**
- **6 years average tenure**
- **64% attrition** improvement to previous supplier

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www.wearekura.com

info@wearekura.com



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CASE STUDY

COMPLAINT MANAGEMENT EXPERTS

KURA

FOR OVER A DECADE WE HAVE BEEN THE TRUSTED PARTNER OF ONE OF THE LARGEST UTILITIES PROVIDERS IN THE UK DELIVERING A RANGE OF SERVICES THAT INCLUDES COMPLAINT MANAGEMENT, PAYMENT/DEBT SUPPORT, SALES & RETENTIONS.

OUR EXPERTISE AND WORLD CLASS DELIVERY WITHIN THE UTILITIES SECTOR ENABLES OUR CLIENT TO TAKE ADVANTAGE OF OUR HIGHLY SKILLED ADVISORS WHO SPECIALISE IN COMPLAINTS MANAGEMENT ACROSS ALL CONTACT CHANNELS EITHER DIRECTLY FROM THE CUSTOMERS, CAB, OMBUDSMAN OR VIA THEIR CEO.

OUR CLIENT NEEDED OVER 200 ADVISORS WHO COULD DELIVER AN EXCEPTIONAL CUSTOMER EXPERIENCE TO ITS CUSTOMERS THAT INCLUDES RECOGNISING VULNERABILITY, DISPLAYING EMPATHY, HAVING GREAT LISTENING SKILLS, RESOLUTION TO THE COMPLAINT, AND COLLECTING DEBT WHERE APPLICABLE.

95%

KPI DELIVERY

43%

REDUCTION IN
OUTSTANDING
COMPLAINTS

79%

REDUCTION IN
COMPLAINT
COMPENSATION

20K

COMPLAINTS
RESOLVED PER
QUARTER

IMPLEMENTATION AND MOBILISATION

Using our 15+ years experience within the Utilities sector we know very well the high level of expertise needed to deliver a brilliant experience and outcomes for our clients customers. Our implementation included creating detailed role descriptions to ensure the best candidates apply, design of the training programme and hiring of over 200 advisors, plus managers to deliver the service.

Highly skilled managers are also a big factor within the success of the teams therefore we hired from the best leaders from various channels that included external brand new hires, internal from our existing future leaders programme who are ready waiting and from our existing tenured management population.

Overall the implementation and delivery throughout ramp was deemed a huge success by our client.

KEY STATS SINCE IMPLEMENTATION

- **200+ FTE** dedicated resource
- **20K complaints resolved** per quarter
- **+50** client NPS
- **43% reduction** in outstanding complaints
- **70% reduction** in third party escalations to industry bodies
- **95% KPI** delivery
- **+65** employee engagement NPS
- **7 years average tenure**
- **79% reduction** in compensation spend
- **50% reduction** in re-occurring outstanding complaints

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CASE STUDY

**OUTBOUND AND
INBOUND SALES,
RETENTION AND
WINBACK**

K U R A

OUR CLIENT ONE OF THE UK'S MOST POPULAR INSURANCE BRANDS WHO OFFERS A SPECIALIST RANGE OF PRODUCTS THAT INCLUDES OVER-50 LIFE INSURANCE, FUNERAL PLANS, ISAS AND WILL WRITING SERVICES.

THEY AIM TO MAKE THE FINANCIAL WORLD MORE ACCESSIBLE TO ITS CUSTOMERS AND PROVIDE A RANGE OF STRAIGHT FORWARD AND AFFORDABLE FINANCIAL SERVICES PRODUCTS.

IN 2013, THEY WERE LOOKING FOR A PARTNER TO PROVIDE A FULL END TO END TECHNOLOGY SOLUTION, THE ADVISORS TO MANAGE THEIR SALES OMNI CHANNEL'S WHICH INCLUDES VOICE, SMS, AND CHAT AND TO INCREASE VOLUME OF PRODUCTS SOLD.

91%

KPI DELIVERY

20%

**REDUCTION IN
CALL HANDLING
TIME**

12%

**INCREASED
VALUE ADD**

£9M

**REVENUE
GENERATED**

IMPLEMENTATION AND MOBILISATION

Kura specialise in technology innovation and are known as a business that will deliver the best sales people in the industry, providing exceptional performance to a highly regulated quality standard.

We designed, developed and implemented a multichannel sales solution with our software SyntelateXA.

As well as our software implementation we recruited 100 new hires, re-designed onboarding training programme and delivered against our speed to competency glidepath in under 6 months.

KEY STATS SINCE IMPLEMENTATION

- **£9M revenue generated** in 12 months
- **91% KPI delivery** for the last 12 months
- **96% customer satisfaction score** consistently above target
- **20% reduction** in call handling time
- **90%+** quality and compliance
- **56% training attrition** reduction across the last 24 months
- **12% increased value add**
- **+47 NPS** employee satisfaction
- **+39 NPS** client satisfaction

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CASE STUDY

DEBT RECOVERY & COLLECTIONS

KURA

KURA ARE A TRUSTED PARTNER FOR HIGH PROFILE CAMPAIGNS WHICH CAN HAVE A HUGE IMPACT ON REPUTATION IN THE MARKETPLACE AS WELL AS DELIVERING AGAINST STRATEGIC OBJECTIVES.

WE HAVE WORKED WITH OUR PARTNER FOR ALMOST A DECADE AND THROUGH THIS WE ARE SEEN AS THE GO TO PARTNER TO MANAGE ITS DEBT SUPPORT OPERATION.

OUR PROVEN TRACK RECORD OF DELIVERY WITH THIS TYPE OF ACTIVITY AND OUR ABILITY TO WORK WITH VULNERABLE CUSTOMER BASES MEANT WE WERE ABLE TO QUICKLY STAND UP A TEAM OF 50 HEADS DELIVERING GREAT CUSTOMER OUTCOMES AND PAYMENT COLLECTIONS.

4.4

**VS 5
CUSTOMER NPS**

15%

**INCREASE IN
DIRECT DEBIT
SET UPS**

20%

**OVER DELIVERY
FOR PAYMENT
COLLECTIONS**

+50

CLIENT NPS

IMPLEMENTATION AND MOBILISATION

With 15+ years of experience in the Utilities sector, we possess a deep understanding of the expertise required to provide outstanding customer experiences and achieve positive outcomes for our clients.

Our implementation strategy involved several key components: meticulously crafting comprehensive job descriptions to attract the most qualified candidates, designing a robust training program, and recruiting 50+ advisors and managers to ensure world class service delivery.

Recognising the pivotal role that highly skilled managers play in our team's success, we took great care in selecting the best leaders from diverse sources. This encompassed external hires, fresh talent brought in specifically for this endeavour, internal promotions from our well-prepared future leader's programme, and individuals from our existing pool of experienced managers. Additional vulnerability training was also implemented as we know that debt can be a very sensitive subject.

In the end, the implementation and execution of our operational performance has resulted in high praise and extension and growth of the overall headcount in the team.

KEY STATS SINCE IMPLEMENTATION

- **15% increase** in Direct Debit set ups
- Customer **NPS 4.4 vs 5**
- Improved right party contact (RPC) by **10%**
- Payment collection **20% over delivery**
- **100%** hours delivery
- Vulnerability programme implemented
- **+44** employee NPS
- **+50** client NPS
- Highest performing partner

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CASE STUDY

CUSTOMER-CENTRIC EXCELLENCE

KURA

A LEADING INSURANCE COMPANY CHOSE KURA AS THEIR OUTSOURCING PARTNER TO SUPPORT THEIR RESOURCE GAP OF 100 FTE, WHICH HAD HINDERED THEIR GROWTH AND LED TO HEIGHTENED CUSTOMER DISSATISFACTION. OUR 40 YEARS WORTH OF EXPERIENCE AND EXCELLENT REPUTATION IN THE INSURANCE SECTOR MADE KURA AN IDEAL PARTNER.

UNDER THE GUIDANCE OF OUR PROJECT MANAGER, THE ONBOARDING PROJECT WAS SKILLFULLY EXECUTED USING THE PRINCE2 METHODOLOGY. THIS ENCOMPASSED THE PROVISION OF RECRUITMENT, TRAINING FACILITIES, TECHNOLOGICAL SOLUTIONS, AND OPERATIONAL TEAM OFFICE SPACES, RESULTING IN A SUCCESSFUL IMPLEMENTATION.

90%

KPI DELIVERY,
20%
IMPROVEMENT

40

SECONDS
BELOW AHT
TARGET

**FIRST
CONTACT
RESOLUTION
STRONGER THAN
COMPETITORS**

2X

BETTER
ABSENCE RATES
THAN
COMPETITORS

IMPLEMENTATION AND MOBILISATION

Kura has developed and implemented an encompassing operating philosophy designed to enhance our client services. This approach involves the following key components:

Multi-Site Offering:

In order to meet the FTE delivery timeline and establish a foundation for future endeavours, we devised a comprehensive strategy involving a combination of onshore and offshore resources. This approach allowed us to achieve the desired staffing levels while also providing flexibility for upcoming projects.

Results Delivery Through 10X Coaching Methodology:

Our unwavering commitment to people development is embodied in our 10X coaching methodology, which consistently yields exceptional results. By focusing on the growth and development of our personnel, we ensure the delivery of outstanding outcomes.

Resource Planning Partnership:

We adopt a partnership-oriented approach to resource planning, aiming to optimise the allocation of resources to address existing gaps effectively. This cooperative strategy ensures that resources are deployed in the most advantageous manner, significantly improving pre-existing resource gaps.

KEY STATS SINCE IMPLEMENTATION

- KPI Delivery improved by **20% to 90%**
- **First Contact Resolution** stronger than competing BPOs with 4x higher tenure
- Delivered blended **onshore and offshore** to achieve FTE requirements
- **Retained 4/5 customers**, competing and exceeding in-house teams
- **AHT 40 seconds below target**, 10% better than competing BPO and in-house teams
- **Absence levels 2x better** than competitors and in-house teams

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CASE STUDY

SPECIALISED RECRUITMENT DELIVERY

K U R A

OUR CLIENT IS A RECOGNISED TRADE UNION FOR THE UK MEDICAL PROFESSION. KURA HELP TO SUPPORT MEMBERSHIP RETENTION AND EMPLOYMENT RELATED QUERIES THROUGH VARIOUS CHANNELS SUCH AS INBOUND CALLS, WEBCHAT AND EMAILS.

OUR CLIENT NEEDED OUR SUPPORT TO MANAGE INCREASE MEMBER CONTACT DUE TO POTENTIAL INDUSTRIAL ACTION. WORKING WITH OUR CLIENT WE DETERMINED THAT THIS MEMBER CONTACT WAS LIKELY TO BE CHALLENGING DUE TO THE BACKDROP OF INDUSTRIAL ACTION IN A PROFESSION THAT PRIDES ITSELF ON THE SERVICE IT PROVIDES TO THEIR PATIENTS.

110%

**RECRUITMENT
DAY 1 DELIVERY**

106%

**OPERATIONAL
DELIVERY FROM
TRAINING**

44%

**OPERATIONAL
KPI
IMPROVEMENT**

IMPLEMENTATION AND MOBILISATION

We conducted a standard market assessment, analysing our competitors and determining current market trends and ensure accurate benchmarking for the role.

To align with our values and those of our client, we used testimonial videos from employees to tailor our advertisements and attract the right talent. This approach provided candidates with a clear understanding of the role, helping them make informed decisions.

We analysed top-performing Client account employees' backgrounds, demographics, and interactions with members to establish recruitment criteria.

During interviews, we evaluated candidates against the identified criteria and their alignment with both the Client's values and Kura culture. Candidates were ranked by Quintile, with only the top-tier candidates succeeding.

A positive onboarding experience was crucial in our recruitment process. We utilised pre-start information packs, meet-and-greet sessions, and personalised interactions with both recruitment and management to ensure successful delivery.

KEY STATS SINCE IMPLEMENTATION

- 3 weeks speed to hire
- 110% recruitment day 1 delivery
- 106% operational delivery from training
- 44% operational KPI improvement

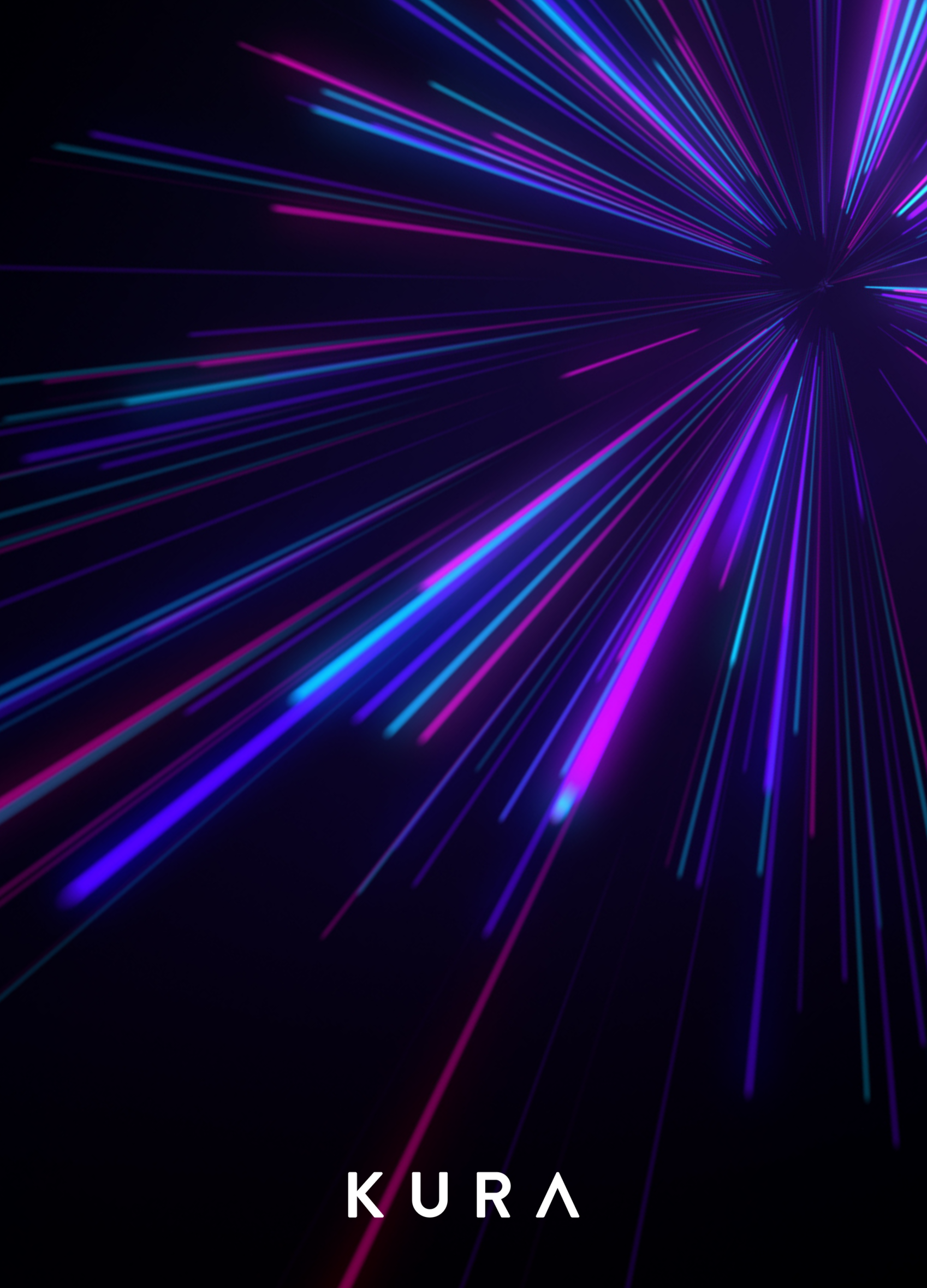
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