

# Capita Boosts Sales 57% for its Telecom Client with Unified Performance Platform

## TIME TO VALUE

Results achieved within 9 months

## NUMBER OF USERS

1,137 agents

## REGION

Switzerland, Poland, Bulgaria

### Goal

Modernize performance management for its telecom client to boost sales, service quality, and cost efficiency across a distributed workforce.

### Challenge

As an outsourced partner to a global Telecom brand, Capita needed to improve service quality, increase sales, and reduce operating costs while managing 1,137 agents across Switzerland, Poland, and Bulgaria. Fragmented systems and siloed data limited visibility, slowed progress, and made it difficult to drive consistent performance.

### Solution

Capita transitioned:

- From manual, disconnected systems to automated, unified performance management
- From reporting delays to real-time KPIs and insights
- From isolated training and coaching to integrated, platform-driven engagement
- From inconsistent improvement across teams to gamified challenges that kept teams aligned, focused, and motivated to exceed goals

### Results

# 57%

Increase in sales acquisition (ACQ)

# 14%

Increase in Annual Order Intake (AOIT)

# 25%

Reduction in resource hours

# +3pt

Improvement in NPS

# “

**Central is a great tool for managing performance and supporting our teams on a day-to-day basis.”**

Capita, Telecom Client