

Sitel At-Home

Expanded Agent Resources Driving
Expanded Customer Results

Thinking outside the traditional call centre?

Sitel's At-Home agent solution provides clients a proven combination of superior agent talent, secure technology, and best in class management processes. As a global leader in the contact centre industry, Sitel is uniquely positioned to help clients capitalize on a growing trend...developing a blended customer delivery model that includes At-Home agents.

Why At-Home Agents

Your customers and your business deserve the most efficient and effective customer-facing experience. The At-Home model facilitates access to agents that complement your broader labor management strategy. For the right applications, there are four main advantages of the At-Home model:

- Access to new, expansive labor talent
- Higher agent retention, lower training costs
- Flexible staffing models, greater efficiency
- Enhanced disaster recovery plans

Sitel's Home-Agent Solution

Sitel helps clients design and support a world-class, At-Home solution. We have been recognized by clients across all industry verticals as having the experience and tools to integrate locations, channels, and processes. Within the past year, we have formally collaborated with several companies to help design their support location strategy. Some of these include:

- Global Consumer Electronics Manufacturer
- Fortune 500 Financial Services Company
- Global Merchant Processing Company



Facts at a Glance

Feature

At-Home Agents

Description

Home agent technology, process design, and operational management

Benefit

Increased access to agent talent, enhanced ROI, and improved contingency planning

At-Home Agent Market Positioning

There's so much pent-up demand for home-based work that people who would never dream of taking a job in a brick-and-mortar call centre are flocking to become home agents. 70% to 80% of home-based agents have college degrees, compared with 30% to 40% of workers in call centers. Most are in their 30s or 40s, older than the average call-centre employee ...and agent retention is nearly twice as high.

Gartner, 2006

The use of home agents in contact centers will increase at a rate of 24% each year from 2006 through 2010. It is increasingly clear that homeshoring will continue to gain momentum...also driven by macroeconomic trends that are influencing the larger economy.

IDC, 2006

The development of the At-Home model, driven by expanded broadband access to the Web, cheaper computer technology and improved call-routing systems, has opened the door to an entirely new group of at-home workers. Homebased call-centre agents have tripled since 2000.

Yankee Group, 2006

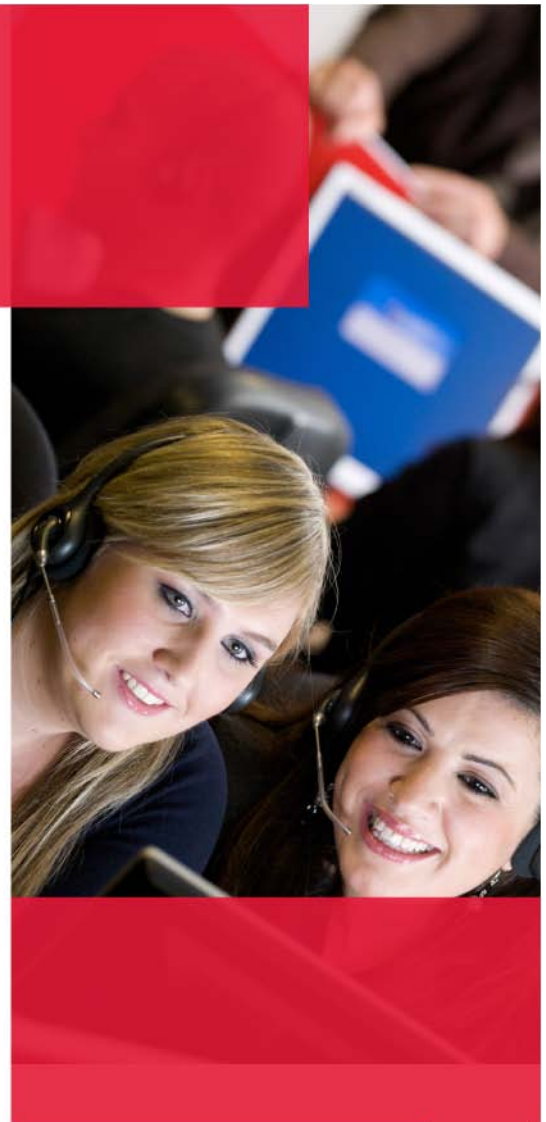
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Sitel's At-Home Models

In working with Sitel, there are four common ways in which clients consider Sitel's At-Home solution. Common client applications include:

SystemOne	End-to-End Services	Solution Design	COOP Strategy
Sitel deploys its technology infrastructure to enable a client's own employees to work remotely. Thus, clients use Sitel's SystemOne solution and Sitel acts primarily as a technology provider.	Sitel deploys both its technology and At-Home agents to facilitate client operations. Sitel deploys the full range of people, processes, and technology solutions.	Sitel acts as an advisor as the client designs its contact centre sourcing strategy, seeking a blend that best complements in-house, off-shore, nearshore, and At-Home agents. In this case, Sitel uses its PIM tool (Process Identification Model) to guide sourcing assessments.	Sitel is retained to build a client's COOP strategy (Continuity of Operations), an integral value component of the At-Home model. Processes and technology enablements are designed to manage crisis situations.



Sitel Client Case Study

During late 2005, one of Sitel's global financial services clients was looking to expand support services beyond the brick and mortar of a U.S. facility. This client worked with Sitel to expand operations by deploying At-Home agents in the same city in which support services are provided. Within three months, Sitel and the client had expanded operations, using At-Home agents. Today, this operation mirrors the facility management processes and technology, complete with test imaging, multi-channel capability, training, contingency planning, timekeeping, quick-start guides, security audits and the like.

Features of Sitel's At-Home Solution

Sitel's At-Home solution is facilitated by several technical and process components that assure reliable, scalable, and diverse work environments. Sitel's infrastructure is capable of handling custom applications, is easily supported, and keeps costs low. Some of our key enabling tools are:

- Linux-based desktops, bootable CD
- Secure Cisco VPN, discrete and encrypted connections
- Open solution via IP telephony and multiple hosts
- Technical assessments
- Quick start guides
- VPN client install protocols
- Escalation processes
- Technical support help-desk
- User guides
- Sitel At-Home tool suite