

Case Study: *Communications*

A leading European telecom services company and Internet provider in France, strategically partners with Sitel to provide customer care services from on-shore and nearshore locations.

Objectives

- Deliver world class customer care and technical support
- Cost effective service locations
- Develop agent training program

Solutions

- Global Sourcing solution — Rabat, Morocco
- Provide customer care services
- Customer care, retention, sales
- Provide multi-channel support
- Inbound & outbound phone, e-mail
- Design knowledge-based solution

Results

- Solved 90% of cases within 48 hours
- Lower price than internal operations via offshore solution
- Average Handle Time (AHT) 60 seconds below target
- Using knowledgebase technology, increased first-time fixes (first-call resolution)
- Implemented multi-functional training program

