

Customer Service

As an experienced provider of cost-efficient, customer-pleasing service solutions, Sitel handles every aspect of customer service for major players across a spectrum of industries. Our service programs yield record-setting rates of customer satisfaction and millions of dollars in annual savings for some of the world's most successful brands.

Solution Overview

Sitel delivers an extensive list of inbound and outbound customer care services. We provide multichannel support before and after the sale and can incorporate revenue-generating sales strategies into the service solution.

Results

Applying sophisticated technologies like call-routing solutions and workforce optimization, we bring operational cost savings to our clients. Our customer satisfaction scores, reaching up to 100%, strengthen customer lifetime values and our sales initiatives are proven to boost revenues.

Cost Reduction:

- Cost per call \$.25 to \$.50 less than internal client centers
- 20%-30% total operational-cost reduction over in-house contact centre
- AHT decrease of 1.4 minutes, resulting in yearly savings of \$3.6 million
- 125,000 monthly deflections to IVR for \$4.11 million annual cost reduction
- \$1 million annual savings through marketing strategies and service methodologies

Increased Revenue:

- Quarterly conversion rate for inbound-sales 22.8% above goal
- \$12 million revenue from Saves program (twelve-month result)
- 35% increase in monthly sales over in-house operation
- 19.5% reduction in customer dissatisfaction rate over internal centre

Increased Customer Satisfaction:

- 94.94% customer satisfaction (five-month average)
- 5.5% increase in customer saves over a three-month period, 16% above target



Facts at a Glance

Solutions

- Catalog support
- Continuity support
- Order receipt
- Product activation
- Pre- & Post-sale assistance
- Registration
- Sales/up-sales/cross-sales
- Win-back/save/retention

Channels

- Phone
- Internet chat
- e-Mail
- Fax
- White mail

Markets Served

- Telecom and wireless
- ISP
- Consumer electronics
- Technology
- Travel and tourism
- Publishing
- Financial Services
- Utilities
- Insurance