

# Technical Support

Approximately 47% of our clients partner with us for technical support and each of their solutions demands a unique approach. Bringing customer satisfaction ratings as high as 100%, our tech support expertise contributes richly to brand perception.

## Solution Overview

Sitel's technical support programs are loyalty-focused and built to reduce operational costs. In many cases, we incorporate up-sales and cross-sales expertise to bring significant revenue benefits. Key technological aspects include:

- Complete or partial IT management and hosting
- CRM system
- IVR-based self-help
- Fax-back tools
- Searchable knowledgebase
- Data capture for feedback loop

## Results

### Cost Reduction:

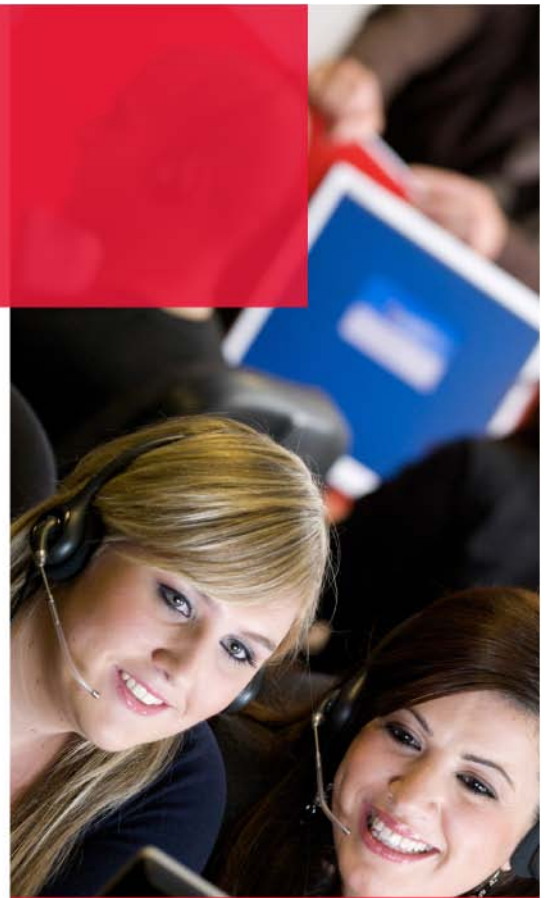
- 17.3 percentage-point increase in first-call resolution in two months
- 50% overall cost reduction by right-shoring to Bangalore, India, facility
- 31 percentage-point decrease in escalation calls over 12 months
- Average handle time reduction of 108 seconds in 14 months

### Increased Revenue:

- 15% rise in shipped-product revenue through cross-sales/up-sales initiative
- Near 100% increase in revenue per call over 3 months
- Escalation to Level 3 down from 16.4% to 9% over 14 months

### Increased Customer Satisfaction:

- Customer satisfaction ratings repeatedly above targets, nearing 90%
- Customer satisfaction increase of 20.5 percentage points coinciding with
- 19.5 point decrease in dissatisfaction
- Multiple J.D. Power award-winning clients for customer satisfaction



## Facts at a Glance

### Solutions

- Fee-based support
- Non-fee-based support
- Levels 1, 2, & 3
- Escalations

### Markets Served

- B2B Services
- Consumer electronics
- Financial services
- ISP
- Technology
- Telecom and wireless
- Media and entertainment
- Insurance