



Sitel Premium Technical Support

Case study. Sitel Premium Technical Support.

Sitel Premium Technical Support (PTS) provides our clients with a services-based extension to their existing products and services portfolios. Sitel PTS enables increased customer satisfaction while building a new revenue stream from the underserved market.

By addressing what would typically be classified as “out-of-scope” services support, Sitel’s “one-stop shop” of services helps our clients drive customer lifetime value as well as increase revenue.

Industry: Technology (OEM)

Featured company:

This leading electronic manufacturer provides businesses of all sizes with a broad range of printing and imaging products, software, solutions and services in more than 170 countries.

The objectives

- Reduce operation costs while increasing customer satisfaction
- Increase revenue by identifying monetization opportunities in current call queues
- Improve service proficiency

Our solution

- Sitel established a revenue share model creating a significant opportunity to monetize “Out-of-scope” contacts
- +20 highly trained technical support agents
- Multiple pay options for customers to choose from

Services provided

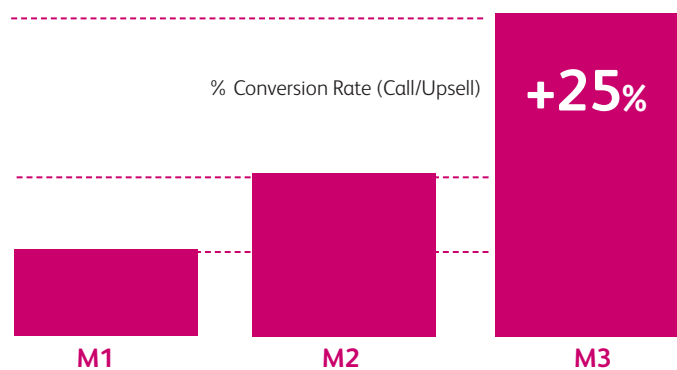
- Premium Technical Support covering Out of Scope (OOS) services for Wireless + USB Communication Issues in “Phase 1” (24% Calls Transferred from Core Technical Support) and “Phase 2” all OOS issues for Windows and Mac OS.

The results

- Creation of a solid revenue stream in less than 3 months
- Exceeded USD \$4K revenue per agent target
- 82% overall NPS (96% for PTS customers)
- Net Profit added to client’s bottom line
- Conversion Rate +25% (Call/Upsell)

96%
overall NPS for
PTS customers

USD \$125K sold in average by month



Sitel is a world leader in outsourced customer care services, providing our clients with predictable and measurable return on customer investment by building customer loyalty, increasing sales and improving efficiency.

For more information, please visit www.sitel.com

Version 1.0

Experience shared.

