

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:

Global diversified electronics manufacturer that provides a wide range of products and services in four business domains: Digital, Electronic Devices, Infrastructure Systems and Home Appliances.

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
- Sitel provided delivery platform and staffed resolution experts for US market

Services provided

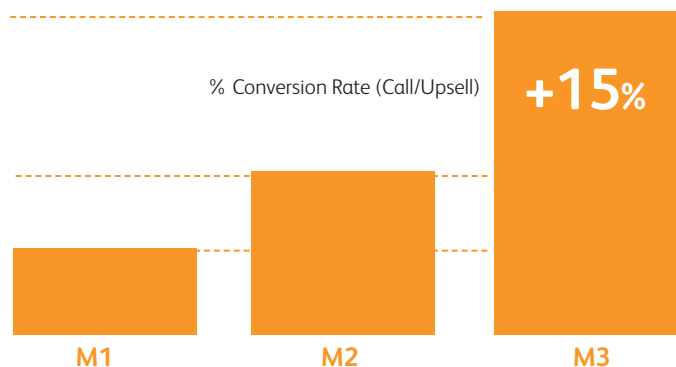
- Premium Technical Support covering Out-of-Scope services “Phase 1” (11% Calls Transferred from Core Technical Support)
- Wifi Support (Direct from IVR)

The results

- Creation of a solid revenue stream in less than 3 months
- Improved Customer Satisfaction by 45%
- Reduced Average Handle Time by 10%
- Conversion Rate 15% (Call/Upsell)

45%
improvement
in Customer
Satisfaction

USD \$250K 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.

