

Sitel Solution. Sitel Premium Technical Support.

Sitel Premium Technical Support.

Improve user experience and increase
service profits.

The Sitel logo is located in the bottom right corner, enclosed in a white circle. It features a small globe icon above the letter 'i' in 'SITEL', which is written in a bold, black, sans-serif font.

SITEL

Experience shared.

For technology consumers and small businesses, quality technical support is just as important as the quality of the product itself. With the increasing dependence on technology, swift guidance to address issues and technical incidents is critical in enhancing customer experience and maintaining loyalty.




Overview

In today's marketplace, the frustration caused by long hold times and unsolved problems can quickly result in a poor reputation, customer erosion and, consequently, lost revenue. Yet a positive experience can produce repeat buyers with multiple networked devices and services.

In our industry, 86% of customers say that they would pay more for a product that provides them better service*.

Sitel Premium Technical Support (PTS) provides our clients with a services-based extension to their existing products and services portfolios. This enables increased customer satisfaction while building a revenue stream out of 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.

Sitel PTS is transforming our clients' technical support services by applying three key elements:

-  **Leveraging automation to improve the efficiency.** Customers can take full advantage of remote and self-service features for basic technical support to optimize speed to resolution.
-  **Creation or optimization of revenue stream.** Sitel PTS was built based on a revenue-sharing approach across the consumer and SMB space.
-  **High-quality, talented and experienced people.** With +25,000 employees servicing some of the world's largest brands, Sitel PTS can help customers with technology challenges around the globe.



* Harris Interactive, Customer Experience Impact Report 2009-2011

Sitel PTS is transforming our clients' technical support services.

Our proven Premium Technical Experts deliver multi-lingual, 24x7 live tech support for our clients' products and applications offering immediate, professional help for virtually all customer technology needs. Sitel offers subscription plans (monthly, annual), one-time request (plan per incident) and anytime technical support (24x7, 365 days a year). Our service meets key business challenges such as accelerating issue resolution, simplifying support, improving warranty and upgrading management by:

Leveraging automation to improve the efficiency of the technical support process:

••• Sitel PTS Specialists can remotely access a customer's desktop to investigate and resolve issues, transforming our clients' technical support and providing customers a new level of service experience.

••• Our client's customers benefit from: consultation with remote Sitel PTS specialists, instant access to tech experts for troubleshooting and repair, remote root cause identification through logical troubleshooting methodology.

Creation or optimization of revenue stream:

••• Sitel PTS delivers scalable technical support services that increase profitability by converting a cost center to a profit center, turning non-revenue generating calls into revenue streams and saving on spend in the customer care operation.

Staffing high-quality, talented and experienced people:

••• Skilled PTS specialists working around the globe with self-service capabilities offer customers expert assistance in using supported clients' off-the-shelf products (hardware, software and networking) and applications.

••• Sitel PTS specialists' ongoing training, access to highly qualified knowledge and industry-leading tools allow them to resolve technology issues efficiently.

To learn more about how Sitel Premium Technical Support can help grow your business, contact a Sitel representative or visit www.sitel.com/solutions for the latest research and analysis of industry issues.