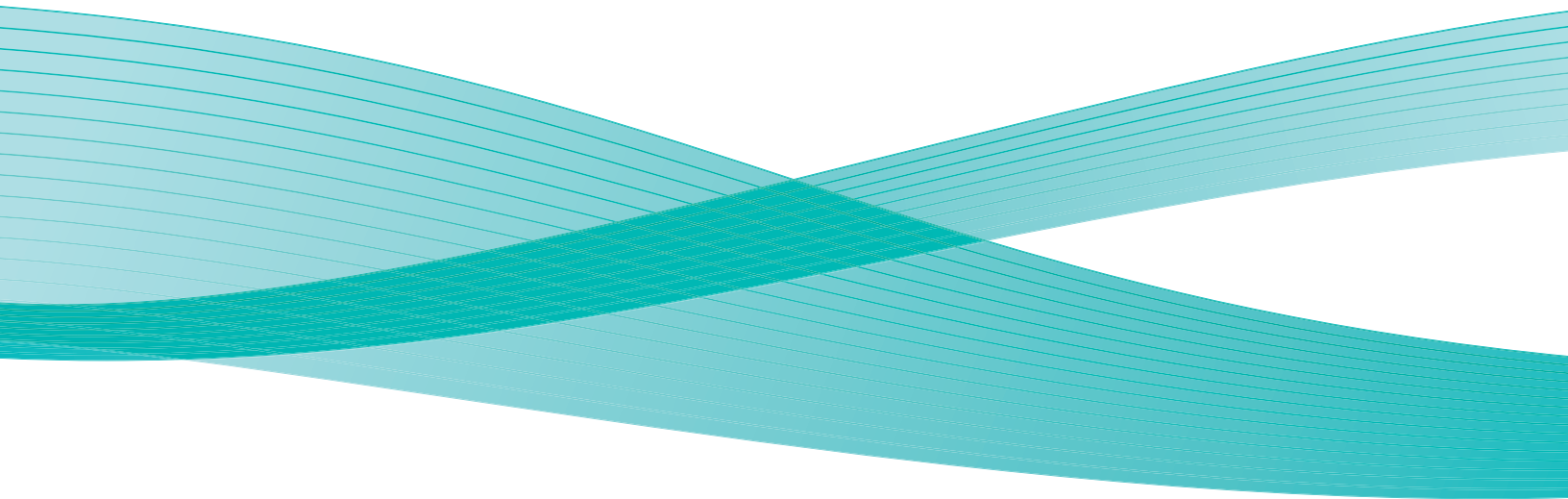


When an electronics giant needed better customer care, we became a core player.

Within a few months of ramping up our solution, we achieved top-rated customer satisfaction scores.



Job #1 was setting up a call center to handle this company's fanatical customers.

Job #2 was handling the praise and additional work from the company.

The Challenge

How does a legendary consumer electronics company support a fanatical customer base that's every bit as knowledgeable about its products as the company itself? With a global brand that's unrivaled in the industry, each new product release from this company creates technical pandemonium among its fans around the globe.

The company had nine vendors providing outsourced customer support on its rapidly expanding product lines, with varying levels of success. It needed a vendor who could hit the ground running with proven call center expertise and deliver a consistently exceptional customer experience.

The Solution

Awarded an initial 50-seat consumer technical support contract, we recruited and hired agents who were not only technically savvy, but also knowledgeable and enthusiastic about the client's products. One month after the ink dried, we had a fully operational contact center up and running.

Using our operational excellence model and proven best practices, the launch went off without a hitch and day-to-day operations ran like clockwork. Customers were treated to expert resolution of their issues, as well as proactive, plain-language advice on how to enjoy their product more.

Our solution impressed the client. After only two months, the company aggressively expanded our scope of services. We ramped from 50 agents to over 400 in four months – a 700 percent increase – and fast-tracked an additional contact center.

The Results

We delivered a customer experience second to none. After an aggressive ramp-up of operations and a super-smooth account launch, today we consistently achieve 93 percent overall customer satisfaction – the highest scores of any of the client's vendors.

You can learn more about us at www.xerox.com/businessservices



Sector: Consumer Goods and Retail

Solution: Proven call center practices emphasize operational excellence and customer satisfaction

Client: Large Manufacturer of Computers, Electronics and Software

Challenge: Fast ramp-up to deliver quality technical expertise and curtail attrition

Results: Launched two sites ahead of schedule; achieved high customer satisfaction ratings

The Bottom Line

A legendary consumer electronics giant had multiple vendors providing customer support on its rapidly expanding product lines, with varying levels of success. The company needed a vendor who could hit the ground running with proven call center expertise

and deliver a consistently exceptional customer experience. We launched two contact center sites ahead of schedule. And within just a few months, we achieved the highest customer satisfaction ratings of any of the client's vendors.