



Experience Paper

CUSTOMER INNOVATION SOLUTIONS Technical Support Experience

Demonstrated Technical Support experience for:

- Telecommunications company
- Global commercial imaging company
- Technology company

Differentiated technical support is becoming increasingly important, as more and more users rely on computer-based and internet-connected devices to do their jobs and communicate online. TeleTech provides the technical support our clients need to keep their customers functional in the workplace and at home. By providing timely support, we enhance the value of our clients' brands.

TeleTech currently has thousands of technical and help desk associates assisting in both Tier 1 and Tier 2 capacities with varied dispatch, service connectivity, trouble-shooting, trouble ticket management, and repair issues. We operate multiple technical support programs globally for some of the world's largest companies in the telecommunications, financial services, computer hardware, and software industries.

Our technical support program provides benefits across industries. TeleTech teamed with a telecommunications provider to help them achieve a 72.1% customer satisfaction score. We consolidated another client's existing European tech support operations seamlessly into one service delivery center, supporting multiple languages. For another client, our process improvement team was engaged to discover the root cause of their business challenge and provide recommendations and resolutions. The following includes examples of our successful technical support programs.

Telecommunications Provider

This client administers a monthly satisfaction survey to a large random sample of customers from across the nation who have previously contacted a TeleTech support center. Their customer DSL repair experience score was 56.7% and required immediate improvement. As a result, TeleTech was asked to help them achieve a 72.1% customer satisfaction score. Over the course of four months, a series of solutions were developed to address the different customer satisfaction issues. Up-training for associates was developed to show the linkage between their phone behavior and customer satisfaction scores. Additionally, we implemented pre-shift meetings with associates to review service alerts. Using mean time to repair (MTTR) as a measurement of how quickly a customer's DSL service could be restored, the team verified several root causes of slow MTTR (5.1 days). Two months after TeleTech's solution was implemented, MTTR decreased from its baseline high of 5.1 days to 2.7 days. In addition, the customer satisfaction survey scores increased from 56.7% to 63.3%.

Global Commercial Imaging Company

A global commercial imaging company launched a new division of digital kiosks to blend the traditional film imaging market with the rapidly changing digital market. This client wanted to provide superior customer service for an emerging customer base which included 16 different languages. TeleTech consolidated the client's existing European operations seamlessly into one service delivery center, supporting multiple languages. In addition, we supported inbound calls dealing with kiosk installation, automated unit replacement, pre/post sales, as well as general customer inquiries. TeleTech designed programs where the outcomes exceeded the client's expectations. We increased operational efficiency with the creation of one centralized operation consolidating the client's 14 European divisions. In addition, multilingual associates were hired with the proper technical skill sets to support the digital kiosk installation and support functions for businesses and consumers.

Technology Company

A large technology company asked TeleTech to evaluate ways to reduce their average handle time (AHT) for technical support calls routed to the Philippines. At the same time, the company wanted each of these technical issues to be resolved on the first call. The process improvement (PI) team was engaged to discover the root cause of their business challenge and provide recommendations and resolutions. Using a Six Sigma-based methodology, the PI team began to collect data on this technical support program. After compiling this data, the team made recommendations to the client, including the implementation of a script emphasizing the value of customer time. The team also implemented an improvement plan for the associates. After the improvement plan was implemented, AHT for all technical support calls was reduced by seven minutes. This decrease in AHT helped to increase revenue by reducing abandoned customer calls. As a result of this program, the client calculated savings of approximately \$155,000 over a six-week period.