

Reducing Support Costs & Generating Revenue for Home & Business Networking Client

Call volumes consolidated and paid service options expanded across all support regions

SUPPORTrix® Solution | Contact Optimization | Call Deflection & Reduction

Business Need

- This client wished to optimize its processes to reduce service costs and create new revenue streams.
- To reduce operational costs, the client was also seeking to consolidate overall volumes that made call management easier at one level, and helped the service teams to handle service requests conclusively for customers to reduce their need to call.
- The client wanted to reduce “unnecessary” customer call volumes by implementing a call deflection initiative. This included moving from toll-free to tolled-line support and finding ways to make more relevant offers to customers when on the phone.

Concentrix Solutions

- We deployed our SUPPORTrix® solution that helped consolidate the client’s call volumes to drive better conversion rates. Advisors now simply qualify a customer and offer a service.
- Based on response received, the advisors then transfer customers to highly-skilled SUPPORTrix® engineers to handle the charging process, troubleshooting and issue resolution.
- We also expanded the rollout of paid service options.
- To simultaneously reduce service costs and generate renewed revenues, we established an out-of-warranty option to target a new revenue stream.
- To extend warranty opportunities, we implemented another remote assistance option to grow incremental revenues.



Results

- The re-engineered process led to reduction in operational costs, since our qualification strategy directly improved call deflection rates. Overall program conversion rates exceeded the client’s goal at 16% YOY.
- Revenue contributed per call increased substantially and sustainably from the earlier \$1.49, with the highest closing even \$2.39 in a particular month!
- The out-of-warranty and remote assistance options were rolled out across all support regions, further boosting revenues.

ABOUT CONCENTRIX

Concentrix, a wholly-owned subsidiary of SYNnex Corporation (NYSE: SNX), is a leading business services company. We focus on customer engagement and improving business outcomes for over 450 global clients across six continents. Our 90,000+ staff deliver technology-infused, omni-channel customer experience management, marketing optimization, digital, consulting, analytics, and back office solutions in 40+ languages from 125+ delivery centers. We serve automotive; banking and financial services; insurance; healthcare; technology; consumer electronics; media and communications; retail and e-commerce; travel and transportation; and energy and public sector clients.

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