

Helping China Telecom Equipment Trailblazer Win E-Commerce Stakes

Best Service Experience Award for Digital content, self-service & omni-channel implementation

Digital & Web Services | Content Services | Contact Optimization | Self-Service | Omni-Channel

Business Need

- With this client's e-commerce channels witnessing booming growth in China, customer support fell behind.
- Its website did not have available the relevant self-service customer support content required globally.
- Customer support delivery tended to be mostly through voice channels. Support using other multi-channel options was insufficient leading to higher service costs.

Concentrix Solutions

- We set up a 500+ people team co-located at the client's headquarters to provide customer service to its online e-commerce channels and to its Cloud and procurement businesses.
- We also set up a centralized digital services organization to manage global content design, production, translation and localization, and moderation.
- Concentrix Consulting performed a thorough assessment to implement a complete digital strategy for this client.
- It identified the enterprise challenges and the gaps to adopting industrial best practices. We then designed and implemented an omni-channel customer service model to improve customer engagement.



Results

- A new global customer support website was launched within 3 months across 108 countries to accelerate customers towards self-service content and channels.
- To meet the demands of its rapidly-growing online business, we planned an aggressive timeline to ramp up to 600 content and digital marketing specialists.
- With overall channel AHT and customer satisfaction improving significantly with the omni-channel and self-service interventions, this client ranked Concentrix as its #1 vendor for service quality and performance.
- We were even more gratified to receive a Best Service Experience Award in 2016 for our work.

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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