

Consolidation: Helping brands to centralise European customer support

Create consistency while delivering on your customers' local cultural and language expectations.

When it comes to serving your customers, multiple in-country support centres can be a threat to consistency and efficiency. Consolidation offers a solution.

What is Consolidation?

Consolidation brings together customer support operations and works to consistent processes and standards, rather than keeping multiple individual support organisations in play.

Why consolidate?

Customer support centre consolidation is a natural part of maturing within any company that services a wide geographic area.

Successful consolidation requires serious planning and some investment, however, it is proven to pay off in terms of business improvement, saving time and money while improving the customer experience.

Consolidation allows you to:

- ✓ Enhance language coverage
- ✓ Adopt best practices
- ✓ Reduce overheads
- ✓ Improve management
- ✓ Reduce labour costs
- ✓ Deliver consistent customer service

At a glance

Enhance language coverage



Apply best practices



Reduce overheads



Improve management



Reduce labour costs



Consistent customer service





When consolidating local customer support into a centralised service, an effective strategy is key

Why SYKES?

SYKES has been helping brands to consolidate in Europe for over 20 years, providing major companies with consistent, cost-effective customer support centralisation and transformation programmes.

Our capabilities and experience ensure the changes associated with customer support consolidation are managed for a smooth transition. Through this, SYKES helps brands to prepare for the next step in their service journey, while facilitating their extension from traditional support channels to incorporate digital and self-service channels.

We'll help to:

- ✓ Assess existing local support centre models to determine which parts work and which parts need to be changed
- ✓ Establish specific, actionable goals
- ✓ Win support from local stakeholders
- ✓ Identify and ensure your consolidated model meets both current and future needs
- ✓ Cultivate a unified customer support culture

