



SYKES Shared Resource Group

SYKES Shared Resource Group (SRG) provides quality, high performance customer support for small programmes with multilingual and multichannel complexity.

Providing shared agents and programme management to brands across the globe, SRG manages language and cultural complexities, whilst creating custom solutions to meet the budgets and requirements of each business.

From a single location in Edinburgh, United Kingdom, SRG distributes resources across selected programmes in multilingual teams and provides full, cost-effective coverage for language and service requirements.

One team, many models

All agents and managers are dedicated to SRG, but deployment of available talent depends on what's needed to successfully support customers. There may be shared management with dedicated agents or vice versa to fulfil the requirements of each individual business.

Full service scope

With many customer interaction channels available and easy access to the account management team, all programme participants are close at hand, including: business analysts, data managers, infrastructure and application specialists, quality assurance and security teams.

SRG brings everything together to ensure an end-to-end customer support solution that is cost-effective and efficient. Additional SYKES EMEA services include outward and return order fulfilment, payment, refund and tax management, customer analytics and customer self-service.

At your service

- ✓ Customer service
- ✓ Technical support
- ✓ Sales support
- ✓ Back office
- ✓ Content management
- ✓ Digital channels

At a glance

20+ years operation



Tenured management



15+ languages



Stellar performance



Great flexibility



Applications suite





How companies use SYKES Shared Resource Group

Supporting small, medium and large companies in several sectors, SRG provides end-to-end consumer and business interaction management.

Here, we share some examples of how SRG has helped businesses grow customer interaction management and delivered on corporate plans:

Expanding into Europe

An international beauty/healthcare product provider, already established in the US and UK markets, needed support to expand into three further European countries. They required multi-lingual sales support for retailers and customer service for their online store.

They selected SYKES to handle sales orders, online order enquiries and post-sale customer requests across several languages. SYKES continues to support them as they expand into social media engagement and grow their online brand.

Small pilot becomes global

Starting with a small multilingual pilot team of eight SYKES agents, a globally recognised provider of consumer and business speech and imaging solutions, outsourced their customer and technical support for Europe. The success of this pilot created a foundation to expand the relationship to cover global support.

Today, the client's Edinburgh SRG team of 30 provides technical support, customer service and sales support, working closely with a further 50 agents based in Manila. The team has been able to reduce customer support costs while achieving higher sales targets.

Extending capabilities

With NPS as a prime metric, a high-end consumer technology company was seeking a partner for their growing customer service and sales volumes. After an initial pilot, the SRG team grew and met customer service expectations, quickly delivering high NPS CSAT scores across all their chat, phone and email channels.

Small Businesses

Starting anywhere in Europe with scope to expand

Need to improve customer support experience

Lower cost start-up solutions

Medium Businesses

Looking for European support

Require language support that is unavailable internally

Accommodating relatively low contact volumes

Large Businesses

Multinationals running pilot or custom small projects

Any kind of multilingual support

Global integration as part of follow-the-sun solutions