



Delivering success through a work-at-home/in-centre hybrid model

Case Study

SYKES provides support to a global technology and communications client, helping their customers across several countries, time zones, and multiple languages.

We support our client, a brand leader internationally, across phone, email and social media and have adopted a hybrid call centre and work-at-home model.

Situation

As our client's business grew, the demand for key languages such as German, French and Dutch also grew. At the same time, we were receiving requests from existing team members for flexible working hours.

We, therefore, needed to recruit many more key language speakers, while meeting our team's flexible working requests. To deliver on our client's business requirements required a different kind of solution.

Solution

SYKES has always been a pioneer in customer support solutions and, in looking to harness new technologies, has introduced flexible working for our people, including the option to work from home.

One of the great advantages of the work-at-home model is that we're able to recruit from a much greater pool of language speakers from outside our travel-to-work area, and to quickly scale up or down our level of support. For our client, we set up a hybrid model, with some support agents working from home to complement our agents in the contact centre.

However, working from home doesn't mean working out of sight. We have full visibility of our employees' activities at all times via a bespoke small cloud-based workforce management platform, OneTEAM.

Supervisors can monitor and manage queues, provide coaching and feedback and can even assist with questions while the agent is handling the enquiry. Using OneTEAM, agents can request real-time support from an experienced agent or supervisor, and reports on "frequently asked questions" can easily be created to improve training and customer service.

Outcome

The WAH/hybrid model was welcomed by our client who recognised the challenges involved in recruiting key language speakers. The dedicated team is now split with half working from home, and the outcome has been positive for everyone.

For a start, working from home means that agents are happier and more motivated.

For our client, it means that SYKES can recruit quickly from a larger pool of language speakers, giving them the required team with less delay. And, because we constantly monitor and measure, we've seen higher client, staff, and customer satisfaction.

Key Points

Provided work-at-home customer support



Improved shift flexibility and schedules



Accommodated peak call volumes



Saved costs and lowered headcount



Added languages and cross-region support



Testimonial

“SYKES have delivered and continue to deliver an outstanding service...and looking forward to our partnership growing from strength to strength. Together we endeavour to deliver outstanding customer service to all our customers.”