



## Work-at-home is a quality solution to meet growing customer service needs

### Case Study

A successful and growing audio equipment client with rising customer support needs required us to recruit several additional Dutch speakers.

The answer was to augment our in-centre team with Work At Home (WAH) agents. Our client, initially sceptical, has been delighted with the quality results that have been achieved.

### Situation

Our client, which has over 300 audio products and systems, is a growing international business, generating a fast-rising number of customer enquiries. In particular, we faced strong demand for Dutch language support.

The traditional solution would simply have been to recruit additional Dutch speakers. But, with low unemployment within Europe, particularly for some European language speakers, including Dutch, recruiting for in-centre didn't meet our high standards and took too long to satisfy demand. Our client recognised the recruitment problem, but, given the complexity of their business, was at first reluctant to adopt a hybrid in-centre and WAH model. The results, however, prove that they needn't have worried.

### Solution

First and foremost, WAH opened up the whole country for sourcing talent, so we had a much larger pool of people to choose from – often living in rural places, and with caring or other responsibilities.

Second, we put in place a robust project management plan to ensure that we recruited the best people, trained them appropriately, and made sure we covered the challenges of remote working on such a complex client. It was perfect synergy between our Operations team, IT and Human Resources.

But the SYKES solution went further because, recognising that that motivated employees work harder, we put in place financial and other incentives for our people, made sure that we listened to them, and created a team structure which offers career development.

The IT solution that makes WAH work so well is our bespoke OneTEAM platform, which allows managers to talk to agents and for agents to talk to one another. It is key to the way the WAH model works and, by having a social side, allows homeworkers to interact with other agents

## Outcome

Introduced in 2018, this has been so successful that it's considered a great example of how a hybrid in-centre and WAH model can be good for a client, their customers and our people. Simply, it has been a win-win-win solution.

Our client now has complete confidence in the WAH model, both to recruit and retain high-calibre individuals, and for them to deliver results that meet or exceed Key Performance Indicators (KPIs).

The performance of the WAH team has been exceptional. Not only that, but attrition is 0% and days off from sickness are low.

Since the introduction of WAH, our client has become so enthusiastic about the team's output that they are actively involved in designing and creating rewards for the team, such as incentives and bonuses.

## Key Points

Allowed for additional Dutch speakers to be recruited



Exceptional performance against KPIs



Flexibility around 7/7 call handling



Ops, IT and HR providing a total solution



Motivated staff, delighted client

