



## The Benefits of Adding Business to an Outsourcer Agreement

### Case Study

A long-term consumer electronics partner of SYKES was looking for cost saving solutions for their mobile phone division, while trying to integrate all lines of business under one customer relationship and support umbrella.

Moving their mobile phone customer support from their previous outsourcer to SYKES allowed them to achieve considerable cost savings, while succeeding in merging their business support for all divisions within the company.



#### SITUATION

SYKES has been a trusted partner to this client for over 20 years, during which time we have supported all the client's business, except their mobile support requirement. When they faced certain cost cutting targets, they believed that SYKES had the optimal solution, as well as the means to unify customer support across all lines of business.

Companies typically go to market when looking to change provider, however, this brand decided that the long and trusted partnership was a foundation to work out the solution together and make the change without issuing a request for proposal (RFP).



#### SOLUTION

Their decision achieved impressive cost savings for their business and the chance to finally harmonise their entire support.

SYKES integration of the new requirement into existing teams already supporting this account resulted in a 50% reduction in the number of new staff required (from 140 FTE to 70 FTE).

Those existing employees were already trained and experienced in the needs of our client, therefore, they needed only one week of additional training for the new product line instead of three weeks of traditional training dedicated to new employees.

The low-volume languages supported were easily able to absorb the needs of the mobile division, meaning recruitment was only required for new or high-volume languages.



Working with existing sites, and through the same management teams, achieved a smooth transition of the new line of business into the existing ones.

Moreover, bringing all business lines under one umbrella has given both the client and SYKES the opportunity to improve the overall customer experience. Where, prior to this decision, customers had to call different support lines depending on which product they were calling about, they now receive the support needed in just one place, regardless of the product type.

On top of this, because of our many years of collaboration, we gained their trust in handling customer support services. This allows them to focus on growing the business, without worrying about customer service.

## OUTCOME

Given our long-term partnership, the transition process has gone smoothly and was completed in April 2020.

The two training cycles implemented – one week for existing and three weeks for new employees – were crucial in reaching the cost-reduction and time-saving goals of our client. Our collaborative approach helped us all to achieve common objectives, as our agents didn't need to be off the phone for the full weeks of training.

Since we managed to bring all our client's consumer electronics business divisions together, we can now plan to move forward with new projects together, including support for their professional products and opportunities to digitise and automate their customer support needs.

## KEYPOINTS

