



Improved Customer Satisfaction with Value-Added Outsourcing

Outstanding Support Results in "Best Buy" Rating for Client

SITUATION

Rapidly Increasing Sales Created a Customer Service Challenge

A leading international imaging company with annual revenues over \$250 million was doubling sales of its popular scanner every year. Naturally, customer support volumes were growing at the same rate, and the firm was struggling to preserve service excellence. Keeping customer service and support in-house meant spending millions of dollars to build a larger call center facility, as well as purchasing a new telephone system and other equipment. Company leaders decided that outsourcing made more financial sense, and they began searching for an outsourcing partner that would maintain or improve their technical support and customer service operations.

RESOLUTION

Outsourcing Customer Service and Technical Support

The company outsourced with Center Partners because of its highly qualified and energetic staff, excellent track record with technical support programs, leading call center technology, and outstanding facilities. In less than 60 days, Center Partners had created a customer care program based on Vantive's Customer Management System and tailored it to their new client. The new system maintained the consistency of the imaging company's in-house call center system, while enhancing its functionality and performance. From there, Center Partners' employees began fielding technical support and customer service calls for the imaging company. Reports and customer care statistics were sent to the client daily.

OUTCOMES

Improved Customer Service

In only a few months, Center Partners reduced the average call length and resolved more customer problems on the first call. In just five months, PC World Magazine (March 2000) rated the company's corporate scanner as a "Best Buy" based on the product's "fast performance and outstanding support." The client was able to provide the world-class service they desired, at a fraction of the cost with Center Partners who brought advanced learning and development tools, cutting-edge technology and ongoing management excellence to the program. Additionally, Center Partners had the resources to accommodate the rapid growth of the product without sacrificing service levels and quality.

Key Benefits of Jump Start

- Immediately improved service levels; reduced customer hold and wait times
- Average call length reduced by 15%
- First-call resolution increased 25% – reduction in call volume further improved customer satisfaction and reduced cost-to-serve
- Real-time customer care statistics provided to client on a password-protected Web site, which gave client more insight into customer needs
- Helped client earn PC World Magazine "Best Buy" rating