



Offshore Technical Support Centre for a Global Communications Leader in Networking and Telecommunications Equipment

Business Impact

- ▶ Robust processes and mechanisms for handling Call Escalation, Call Monitoring, Customer Callbacks and Customer Reviews helped the client monitor all parameters closely and ensure that the customers are getting the level of service expected
- ▶ This resulted in improving CSAT scores to position 1.4 (Scale – 1 to 3, 1 being best)
- ▶ Today 70% of the support volumes of the client is being handled offshore helping them concentrate on new business lines and revenue streams
- ▶ A proactive and transparent delivery methodology helped the client adhere to target SLAs guaranteed to its end users

Perspective

Expert, driven, intuitive, innovative, our client is the first truly global communications solutions provider, with the most complete end-to-end portfolio of solutions and services in the industry. As a leader in fixed, mobile and converged broadband access, carrier and enterprise IP technologies, applications, and services, the client offers end-to-end solutions that enable service providers, enterprises and governments worldwide, to deliver voice, data and video communication services to end-users.

As the client focused keenly on customer satisfaction, they wanted to ensure that their customers were getting the level of service expected. The cumbersome processes and mechanisms for handling Call Escalation, Call Monitoring, Customer Callbacks and Customer Reviews were the parameters which the client wanted to monitor closely. They entered into a strategic partnership with CSS to increase the CSAT levels.

The Company

The client builds next generation networks, delivering integrated end-to-end voice and data networking solutions to established and new carriers, as well as enterprises and consumers worldwide. Leveraging its long-term leadership in telecommunications network equipment as well as its expertise in applications and network services, the client enables its customers to focus on optimizing their service offerings and revenue streams.

Business Challenge

- ▶ Client's aggressive growth plans in the data-com markets required a sound back-end support structure, one that had the expertise and capability of meeting the aggressive demands of its enterprise customers. The advanced technology support solution that client required was difficult to scale in the North American environment, primarily because of 24/7 demands and attendant cost implications.

- ▶ Further, the complexity of the related technologies required a close partnership with the in-house technology and sustaining engineering teams.
- ▶ The client was looking to partner with a robust technology focused support vendor who could establish a reliable, scalable support team with capabilities to cater to its client requirements.

CSS Solutions

- ▶ A large team of highly trained engineers handling 24 x 7 technical support for the following products
 - ▶ Core and Edge switches
 - ▶ Routers
 - ▶ Network management products
 - ▶ VPN and security products
 - ▶ EPABXs
 - ▶ ACD switch products
- ▶ End-to-end remote Offshore L1 & L2 Support at a state-of-the-art lab set-up for customer environment and issues simulation, and remote access
- ▶ Surveys, performance reviews and SLA helped CSS closely track key variables that determine customer satisfaction
- ▶ Process flows were set-up so that seamless sharing of knowledge could be implemented between the two global teams. Onsite rotational training program for senior engineers to supplement knowledge transfer.

The following 5-step transition methodology was used by CSS to transition technical support activities for the client offshore.

Cybernet - SlashSupport

Knowledge Transfer and Transition Methodology

	Goal Identification	Map Existing Processes	Assessment and Benchmarking	Technology Choice	Risk Management
Activities	<ul style="list-style-type: none"> ▶ Detailed study of current environment ▶ Study of customer support contracts ▶ Understanding of CSAT parameters ▶ Case data analysis 	<ul style="list-style-type: none"> ▶ Work-Flow Definition ▶ Customer support processes and SLA ▶ Escalation Procedures ▶ Training Processes ▶ Security Processes ▶ Reporting Processes ▶ Recruitment Process 	<ul style="list-style-type: none"> ▶ Establish internal Performance metrics ▶ Existing SLAs ▶ Future SLA goals ▶ Processes for adherence and Tracking to SLAs ▶ Reward and Penalty ▶ Reporting 	<ul style="list-style-type: none"> ▶ Understanding of support technology environment ▶ Technology Implementation to establish secure connectivity to all CRM systems deployed ▶ Supporting telecom infrastructure design and Connectivity 	<ul style="list-style-type: none"> ▶ Identify and document all the risk factors ▶ Detail risk mitigation techniques ▶ Detailed documentation of recovery processes ▶ Escalation, business continuity related risk management
Time Schedule	<ul style="list-style-type: none"> ▶ 15 days ▶ By 15th day 	<ul style="list-style-type: none"> ▶ 45 days ▶ By 60th day 	<ul style="list-style-type: none"> ▶ 45 days ▶ By 90th day 	<ul style="list-style-type: none"> ▶ 60 days ▶ By 105th day 	<ul style="list-style-type: none"> ▶ 30 days ▶ By 120th day
Resources	Offshore Transition Team reporting to the Program Manager	<ul style="list-style-type: none"> ▶ Transition Team ▶ Quality Team ▶ HR Team 	<ul style="list-style-type: none"> ▶ Transition Team ▶ Quality Team ▶ HR Team 	<ul style="list-style-type: none"> ▶ Transition Team ▶ IT/Systems Team ▶ Telecom Team 	<ul style="list-style-type: none"> ▶ Transition Team ▶ IT/Systems Team ▶ Project Manager

Corporate Headquarters

Global Delivery Headquarters