



## Advanced Technical Support witnesses improved CSAT and extended service availability across the globe

### Business Impact

- ▶ All performance parameters within first few weeks of go-live were met, a testimony to the service readiness framework, expertise of people and maturity of process.
- ▶ Consistently exceeded expectations in CSAT and Operations Quality metrics which set benchmark for other vendors offering support
- ▶ Service availability has been extended to 18\*7\*365 availability from 8\*5 operations Level 1, covering multiple geographies. With no compromise on quality of people and operations, the team has grown over 8 times within two years which helped the client enhance the mutual operations
- ▶ Significant cost benefits to the client
- ▶ Permanent presence of three CSS TSE's, on a rotational basis, onsite at client premises, create better understanding of the operations and advancements, identify future objectives and build mutual trust.

### Perspective

*The client has a heritage of innovation and customer-focused success that provides a strong foundation for their complete portfolio of Service Provider and Carrier grade solutions. For over ten years, they have been delivering a continuous stream of innovative networking products that deliver style, ease-of-use, value, performance, security, and reliability. From wireless routers and adapters to Layer 3 Managed Switches they have the networking equipment you need for your home or small business.*

*As the client focused keenly on customer satisfaction, three of our CSS Technical Support Engineer's, on a rotational basis, onsite at client premises were placed permanently. These Technical Support Engineer's buddy with respective client personnel, value add with our customer support feedback loop, create a better understanding of each others operations and advancements, identify future objectives and build mutual trust and harmony, a must for relationship of this size and growth. The client has this onsite engagement only with CSS an indication of the value we bring to the table.*

### The Company

Credited as one of the 100 fastest growing companies in the Silicon Valley, the client is a worldwide provider of advanced wired and wireless networking products catering to small & medium businesses. The product portfolio includes products that cover all aspect of the data connectivity solutions for the Internet age.

### Business Challenge

The client having experienced outsourcing with traditional BPO's was looking at a specialized solution provider offering dedicated technical support services.

- ▶ Increase in customer satisfaction levels and overall quality of service offered
- ▶ TSE ramp up and management without consuming management bandwidth, for volumes mentioned above

- ▶ Focus on core competence (network products manufacturing) and get the ability to compete better in the market place
- ▶ Achieve significant reduction in costs
- ▶ De-risk outsourcing related challenges. Create a set of aggressive measurable support operation metrics
- ▶ Build a knowledge management system designed to delivery a qualitative feedback to the client, from a quantitative source

### CSS Solutions

The client's expectations were to derive "higher value" than its present set of generic BPO vendors who offered outsourced technical support. CSS being the only exclusive Technical Support provider with exceptional technical skills was called upon to address the challenge.

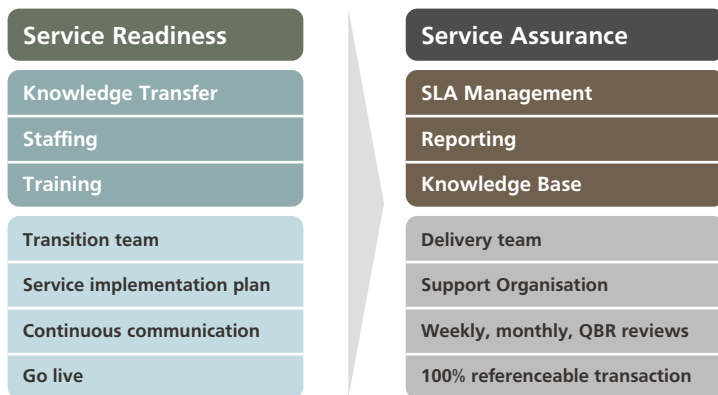
In addition to offering high quality support to end customers, the unique CSS value proposition was to derive better intelligence from few thousand customer experiences every day. CSS positioned itself as extended arm of client by

- ▶ Proactively and consistently offering feedback & recommendations on product packaging
- ▶ Enhancing on all end-customer touch points starting such as technical manual, FAQ etc
- ▶ Administering and managing the client's intranet forum, which is being used by clients global support personnel. We also manage the public forum, which is part of client's corporate website and is being used by customers worldwide. These forums were adapted by client after witnessing the tremendous success of CSS Technical forums such as Knowledge management portal, discussion boards etc
- ▶ Creation of knowledge management systems and data, which will serve as an intelligence framework for clients engineering team and also other vendors who provide technical support

CSS Service Readiness team meticulously planned

# CSS

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the transition exercise and executed it with perfection.

- ▶ The service readiness team identified the key operation facets such as creating process documents, escalation parameters, connectivity, support metrics, people, skill and infrastructure requirements and more
- ▶ Key account managers of CSS invested 4 weeks of onsite effort to understand technical aspects of client products in a structured process, aggregating knowledge by discussing with various product, technology and support managers of client
- ▶ The knowledge was transferred to the offshore team using "Train the Trainer". The CSS infrastructure, systems and commitment to technical training programs ensured seamless and effective knowledge transformation
- ▶ Within an aggressive target of 60 days to go-live, CSS Service readiness team ensured that the necessary skill quantum and quality availability, infrastructure readiness and process parameters. All necessary adjustments and fine-tuning were performed during two weeks of pilot run before go-live