

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

Business Impact

- ▶ High quality technical support with nearly 100% First call resolution
- ▶ The knowledge engineering portal created by CSS serves as a one stop solutions for all day-to-day support operation
- ▶ A common communication and interaction medium for technical updates and product related references, release dates, firmware updates, patch distribution and online bulletin boards has been facilitated through the portal
- ▶ Target SLA for reverse support escalation to the client is set at 10% while the CSS operation metrics stands at 1% average
- ▶ Significant cost advantages. A benchmark for other engagements of the client
- ▶ Simulators for over 20 products have been developed to help engineers have a thorough

Perspective

Today's networking market is ruled by the customers, who need anytime access to information and services. It becomes inevitable for the networking companies to offer newer and innovative service offerings to its users amidst increasing complexity. Complexity has to be managed effectively to realize reduced network costs and increased ROI. Their strategic initiative to bring affordable, high-speed switching technology to SMB and Enterprise applications is the need of the hour. Coupled with this, factors like accelerated time to market, solution scalability and giving the competitive edge poses a huge challenge in front of a networking company today.

Our client is a recognized leader in this space that sets the standard for high-quality, standards-based connectivity and Internet Access. With the home and small office environment significantly using networking technologies over the past 2 to 3 years, the requirement for online, real time technical support has emerged as the single most important criteria for buyer preference across industry standard networking appliances. Their pressing needs to deliver hassle free support services to their users made them look at CSS.

The Company

The client is an established provider of wireless and wired solutions for SMB & corporate environment for over three decades. The hallmark of client's offering is their ability to create affordable, user friendly and high performance products. With 30 years of quality brand recognition, the client is the only manufacturer in their segment with a sustained presence in the VAR, consumer, and OEM sectors. Leveraging strong industry relationships in combination with experienced and talented in-house design and engineering, the client continues to bring to market a host of affordable, high-performance, easy to use products.

Business Challenge

The client was concerned about

- ▶ Rising support infrastructure costs
- ▶ Keep support costs minimal specifically in the entry level product zone, where cost of such end-user device might be in the region of \$50
- ▶ Customer satisfaction metrics was adverse due to inadequate analysis of customer support data. In addition, the two large support teams, based in the USA and Europe were not collaborating efficiently to address the global support environment
- ▶ They needed an active and efficient support team, aware of all common problems faced by the large non-technical customer base.
- ▶ There was pressing need for an effective knowledge management solution that provided for a collaborative Web-based support solution for its global customer base, that forms the basis for structuring and updating self-service solutions that enable call deflections, reducing overall support costs
- ▶ Seasonal changes in call volumes necessitated quick ramp-ups in the strength of the support team, demanding efficient pro-active training programs
- ▶ Ability to have an offshore-based support partner who can work in sync with the client's support team and also share the same passion and commitment as the client has, for the technology

CSS Solutions

As the preferred outsourcing vendor, CSS was given the responsibility of structuring an offshore support solution for clients North American and a segment of its European customers. A collaborative Web-based support environment had to be built which would enable effective collaboration across multiple support groups of SMC, based in North America and Europe. Best-in class knowledge management practices were required to improve the overall effectiveness of the support solution, as well as provide a



Scale of products	Wireless devices, broadband routers, broadband modems, workgroup switches, managed switches, desktop switches, home entertainment, print servers, power line and pc connectivity. Over 300 variants of products
Multiple Geographies	USA, Canada and Europe
Call Volume	Between 100,000 – 150,000 calls every year
End user category	Wide range SME / SOHO to Enterprise class users
Technical Skill sets	Experienced in networking, wireless, OS fundamentals, Switching knowledge, WLAN Technologies, hardware fundamentals

framework that continuously analyzes customer response for designing improvements in product releases.

CaseTracker was used by the Tech Support team to enable complete collaboration between the customer and the company's support infrastructure. CaseTracker is a comprehensive suite of web-based tools that provides effective knowledge sharing amongst the tech support engineer, the customer and management roles in the support environment. Currently, the global support team uses two instances of CaseTracker hosted in US and India managed by the CSS IT team based in India. Using CaseTracker, knowledge architects implemented the following:

- ▶ Product categories
- ▶ Common Symptoms and their underlying Causes
- ▶ Common Resolutions linked to underlying Causes
- ▶ Links to online knowledge base documentation
- ▶ Analysis of operational metrics for each product category
- ▶ Reporting on trends in Average Talk Time based on
 - ▲ Product categories

CSS undertook the following process during the knowledge transfer stage

