



DON'T GUESS. GET THE POWER OF KNOWING.

Collaborative, seamless, 360 degree support to measure and manage the end-to-end customer experience across channels.

THE POWER OF KNOWING

Multiple channels and multiple touchpoints – these are today's realities that give rise to both challenges and opportunities in managing customers and their experience. More touchpoints than ever before means endless knowledge about the customer – an opportunity to offer tailored experience. What stands in the way are data silos that disparate systems provide, making it difficult to get a 360 degree view of the customer leading to low brand stickiness and visibility.

Great customer experiences are made up of multiple interactions and so when it comes to measuring customer satisfaction, enterprises must measure the overall customer experience across channels.

“According to Aberdeen Group’s latest research on trends in customer service, technical support services contribute 22% of overall industry loyalty drivers. The report also finds that “nearly 50% of organizations are looking to increase revenue with the aid of better service and support.”

IN THE AGE OF THE CUSTOMER, IT’S ALL ABOUT THE EXPERIENCE

Today’s digital world goes beyond technology and strategy as customers are more empowered, collaborative and informative. Living up to the new breed of customers requires agile capabilities; More so, an ability to anticipate customer’s needs and deliver a consistently outstanding experience at every touchpoint. After all, it’s all about the experience.

CSS CORP’S UNIQUE 360 DEGREE SUPPORT MODEL

We are a leader in technology support. Our pedigree in providing world-class tech support solutions to some of the largest enterprise-class product companies has given us real-world insights. We have used these insights to create a comprehensive product experience support model, Active 360+.

Active 360+, as evident from its name, offers a 360 degree support by integrating all the customer touchpoints – from presales to customer acquisition, post-sales support, and end-of-life support. Active 360+ services work alongside your sales initiatives to provide better efficiencies at a lower cost. It provides near real-time and single view of the customer interactions – you get the power of knowing your customer – their preferences, expectations, and experience with your product and brand. This power of knowing will help you offer tailored and outstanding customer experiences.

PROCESS, PEOPLE AND TECHNOLOGY

We leverage best practices, robust process frameworks, deep technology expertise and top notch support frameworks to deliver end-to-end support services. Our engineers are experts across carrier, enterprise and application infrastructure domains.

In-built in our support services is an analytics platform that spans across support channels to provide a comprehensive single dashboard view of transactions across multiple touchpoints. This dashboard tracks performance, functionality and reliability of your product.

In addition, we track individual customer interactions through metrics such as FCR, VOC, NPS, SLA compliance, etc. We also measure the overall customer satisfaction to give you an accurate satisfaction index of all the support interactions.

FOUR REASONS TO CHOOSE ACTIVE 360+

Year-on-year cost reduction and increase in productivity:

We deliver continuous optimization by leveraging our process methodology that captures detailed sub-activities and metrics. Active 360+ support model delivers significant cost savings by utilizing our cost-effective global delivery model, experienced resources and intelligent automation. Measures like self-help and enhanced agent productivity aligned with our proprietary Active Delivery Framework ensure on-going productivity gains by 5% - 8% annually.

Near real-time reporting and dashboards:

Active 360+ provides a singular view of all your customer data, giving you up-to-date information on your customer's interactions across all transactions/interactions.

End-to-end product life cycle support: The Active 360+ ecosystem delivers superior customer experience throughout the product life cycle, thereby enhancing customer retention and increasing lifetime value of customer relationships.

Multilingual support and global delivery model:

We help leverage the right locations for a superior customer experience at an optimal price by integrating advanced collaboration tools and proven expertise in running global delivery operations from 13 delivery centers in 20 languages.

IT'S PROVEN

For a global leader in voice, data and video communication services, we provided exemplary customer support.

The client

With operations in 130 countries, the company is a leader in voice, data and video communication services. Their product suite includes fixed, mobile and converged broadband networking devices.

Our solution

Our team began by providing tech support and augmented their 'Data and Small Systems' team. Over the years, our level of quality and commitment to delivery has resulted in increased outsourcing of more critical processes to us.

Starting with a 15-member team, today a 140+ strong workforce manages the company's welcome center, provides large systems support, applications and presales support, professional services support and technical support, to name a few. Our highly optimized, transparent processes help the company make strategic decisions and give them complete visibility of operations.

Value delivered

Pricing and delivery model

We handle
70% of customer calls

Operations support

We support **2000** devices and
2500 incidents for approximately
150 customers a month

Return on investment

We have delivered a **50%** reduction in the total cost of ownership.
24x7 coverage has reduced the need for **L3** engineers

About CSS Corp

CSS Corp is a leading technology company supporting enterprise and consumer products, managing IT infrastructure (stand alone, Cloud or Mobile-enabled) and deploying networks. We partner with many of the Fortune 1000 companies to help realize their strategic business outcomes and be future-ready. Our expertise and in-depth understanding of the enterprise & consumer product space, along with proven pedigree in Infrastructure Management, help customers increase revenues, optimize costs, enhance IT availability and business efficiency, to more than 100 customers worldwide. Our R&D arm, CSS Corp Innovation Labs designs and develops products and IP, creates platforms and solutions to accelerate IT transformation and enable faster go-to-market for customers.

Technology support is in our DNA. With over 5500 technology professionals across 13 locations globally, we have a rich heritage of 14+ years in managing large and complex support ecosystems. From home devices, whether it's enterprise or consumer, datacenters, applications and desktops to services, we have built our reputation on delivering stellar customer experiences. Because we chart the right support strategy, deploy the right processes and technology to enable it, and then execute impeccably – every day and every interaction. Because we are wired to support.

Let's talk...

Active 360+ or any of our other services,
write to us at info@csscorp.com

