



**SIMPLIFYING
YOUR JOURNEY TO A
GREAT CUSTOMER EXPERIENCE**

WELCOME TO THE CONNECTED WORLD

Do you know that 62% of organizations view customer experience as a competitive differentiator?

* Deloitte

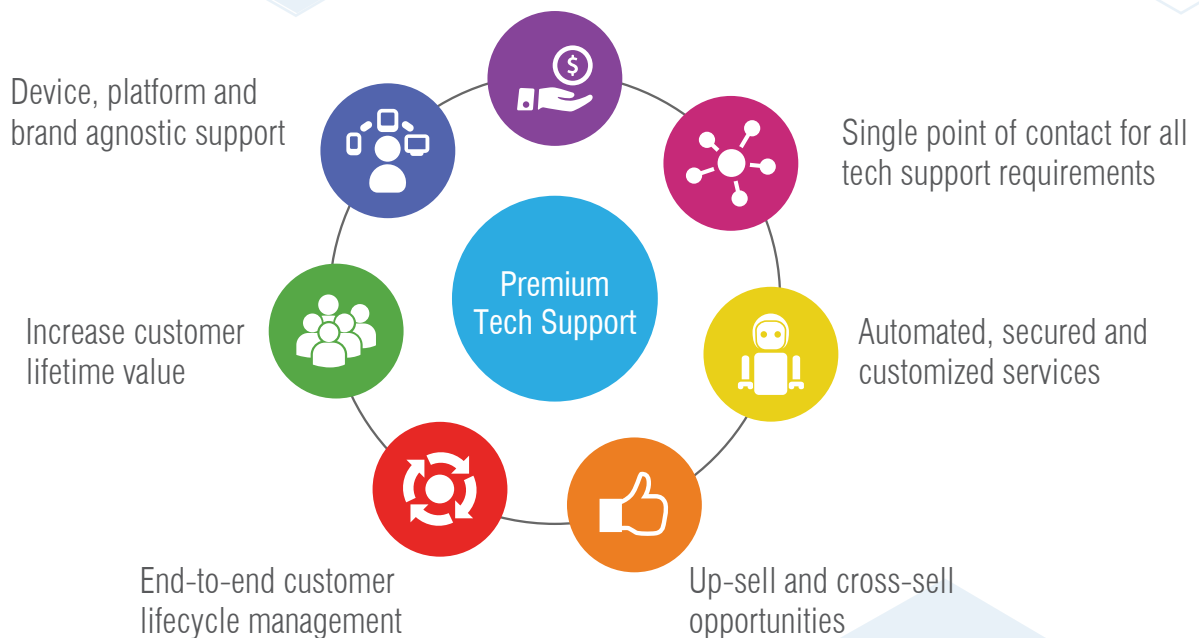
While technology is a boon to productivity, when it doesn't work right - the result is more than just inconvenience and frustration for the consumer. Eventually, the company involved whether it is OEMS, retailer or the CSP - is likely to face a backlash that will cost it in terms of customer satisfaction and loyalty. This is why the customer experience (CX) is becoming more important and in turn, Premium Tech Support (PTS) model is an ideal way to enhance and customer experience.

Our Premium Tech Support (PTS) solution resolves your customer's support issues across multiple devices, be it at home or at work. It also includes Subscriber Lifecycle Management services, which offer them entire spectrum solutions that will ensure you customer stickiness, cost reduction, and opening up additional revenue streams.

ONE-STOP SHOP FOR TECH SUPPORT NEEDS

PTS is built on Active Delivery Framework™, which assesses and augments your support model, business transactions, knowledge base and technology platforms in order to provide pre-emptive support. The Active Delivery Model is supported by the Active suite of products like Active Edge (Omni-channel & social media support), Active-i (smart home support) and Active Insights (provide analytics and automation of support interactions).

Generate additional revenue streams and reduce costs



See how we assisted a leading network company to transform their support and increased their customer lifetime value.

CONNECTING WITH THE CUSTOMERS

Client Situation

This global network device manufacturing major reached the crossroads of taking a major strategic decision. Customers with legacy products were still calling for support and whether or not to offer support to customers with devices that are out-of-warranty, and out-of-scope support requests. The client was receiving support requests that were not directly related to the functioning of their core devices, and this was a source of dissatisfaction.

Our Solution

Initially, we registered all 1st-time-calls, which helped the client identify customers with product details and warranty status. Following this, we offered the customers the option of Premium Tech Support for all those who had out-of-warranty products & out-of-scope calls.

Then, we setup a Welcome Center & Technical Support capabilities to handle all customer calls and the customers who were interested in opting for our services. The options offered were:

- Pay Per Incident
- 6-month unlimited support for any home technology
- 12-month unlimited support for any home technology
- 24-month unlimited support for any home technology

Outcome

Our partnership allowed the client to add value to their customers by providing both regular, as well as premium support using a single toll-free number. The client, was also able to reinforce themselves as a strong brand in their customers' minds, enhancing Customer Lifetime Value (CLV) and significantly increasing customer loyalty.

Also as a result of this engagement, the client got an opportunity to tap into non-client calls, providing a wider spectrum of services to its customer base, without compromising on quality and value-for-money. Furthermore, we helped increased the customer satisfaction (CSAT) scores by providing round-the-clock support, and maintaining near-100% resolution rates.

Benefits at a glance

- Increased CLV- 40% conversion rate among customers from warranty to premium / paid support
- Additional revenue channel
- Increased CSAT of 96%
- Net Promoter Score (NPS) of 75%

WHAT DO YOU GET OUT OF ALL THIS?

Smarter solutions for all your customer's tech support need. Our PTS services are designed to simplify technology and raise the bar on customer experience. That includes Omni-channel support (voice, chat, email, app based) in 25 languages across 15 global centers. With best-in-class service levels, FCR, CSAT and NPS scores coupled with our resolution guarantee ensure every customer is satisfied every time.

We help you identify new revenue streams by up-sell and cross-sell opportunities, which in turn help customer stickiness resulting in more meaningful interactions.

As we are heading towards an interconnected world, where every device is talking to every other device exchanging information and preferences. When we are ready to give so much importance to these devices, we should also make sure they work as they are supposed to. As a single-point support for all your connected devices, CSS Corp is your reliable tech support partner to give your customers the best brand experience.

About CSS Corp

CSS Corp is the global leader in technology support. Over 140 clients, including Fortune 1000 enterprises, count on our expertise in supporting enterprise and consumer products, managing IT infrastructures (stand-alone, cloud or mobile-enabled), and deploying networks. According to a leading analyst agency, CSS Corp has been listed as a challenger for product and technical support services in its latest report.

Technology support is in our DNA. With over 5,500 technology professionals across 15 locations globally, we have a rich heritage of managing large and complex support ecosystems. From IoT, enterprise or consumer products, data centers, applications and desktops, we have built our reputation on delivering stellar customer experiences. Because we chart the right CX strategy, deploy the right processes and technology to enable it, and then execute impeccably – every day and in every interaction. Because CX is core.

In order to address the consumer's future needs, support solutions must be smart, flexible, scalable, integrated and focused on the customer experience.

Let's talk...

For more information on our services, visit us at www.csscorp.com or
write to us at info@csscorp.com

