



CLIENT SUCCESS STORY

## Sound Support

A market leader in streaming entertainment devices gains an enduring, experienced support partner scaling with them.

What began in 2008 as a small support engagement is today a full-size partnership encompassing the entire customer service program offered by a leading provider of streaming services.



Great customer experiences don't just happen by accident. It starts by building a team with the right skills and attitude, training them, constantly monitoring and improving performance. A lot of planning and thought goes into it. Over the years, CSS Corp has built capabilities to design successful customer experiences as our client, a leader in streaming entertainment devices, quickly realized.

CSS Corp was engaged as one of the vendors to cater to certain customer service needs of the client. When onboarded to the client's support operations, it started off as a 10-member team. And today it has expanded to include a sole supplier model with a geo-split between CSS Corp delivery centers in Manila and Chennai. CSS Corp's expertise and proven track record with the client gave it the preferred vendor status that was the foundation to the longstanding partnership with the client as of this day.

## About the Client

A US-based leading provider of streaming entertainment devices for the TV with millions of units sold.

## Client Situation

In 2008, the client began by streaming on-demand content services to consumers through innovative digital streaming devices. The customer support for the streaming device was provided by the client's content provider. Over time, as the content provider decided to expand their offering to other streaming devices, the company had to look for outsourced support. Based on a strong reference and a proven track record, the company chose CSS Corp as one of the vendors to provide L1 support.

## The CSS Corp Solution

We started off by handling approximately 4,000 L1 support transactions per month, per site, with a 10-member team, which grew over time to 80+ in strength. In 2010, owing to the exponential sales volumes, the client decided to outsource operations between CSS Corp and another vendor. Our team size grew to over 200 members. The other vendor was assigned to handle premium customers through an extended warranty program using a shared revenue model.

We began managing the client's extended revenue program and proposed our multi-faceted payment gateway system, linked to our CRM to effectively track customers with extended warranties. The dual advantage of this payment gateway was that it was an existing system that only needed the client's account to be created, and the fact that it seamlessly integrated with all of our tools and processes. Alongside, we provided relevant agent competency training, and weekly evaluation reports to agents, team leads, the team manager and the project head, in a continual, closed loop feedback to ensure service goals are consistently met.

## Business Outcomes

**Enhanced support interactions:** We currently support the client with 25,000 interactions a week, across voice, email and chat, with all support interactions totalling over 100,000 a month.

**Seamless customer experience:** Our services have resulted in better customer satisfaction with a seamless customer experience.

**Operational excellence:** This has ensured unified systems, monitoring and governance. It has made coordination and establishment of business directives a one-time event. It has unified forecasting, staffing, scheduling and real-time monitoring using our proven WFM tools and practices ensuring optimal staffing at all times.

**Global redundancy:** In support engagements, there are both predicted as well as unplanned spikes in support transactions, either in response to promotions or due to extenuating circumstances. In either case, it is imperative that the support partner has the onboarded bandwidth to take on this spike. CSS Corp's geo-split redundancy model helps clients with a twin benefit of readily available resources to take on the increased load, as well as a multi-shore redundancy model that ensures optimized cost.

**Centralized knowledge engineering team:** This ensures uniform data tracking and analytics. Business intelligence and analytics is more accurate and meaningful than ever before.

**New cross-selling initiatives:** We helped the client generate additional revenue through new cross-selling initiatives. Here, the L1

