

ONETEAM & SYKESHOME SPUR UNPRECEDENTED COST-SAVINGS DURING SEASONAL RAMP-UP







> Our Brand Partner

Delivering innovation in gaming since 1994, this company is the European arm of one of the most recognized names in interactive and digital entertainment. Its family of products and services spans various continents, from the U.S. to Asia, and is sold across thousands of retail locations, both online and in stores. Its tech-savvy audience of brand loyalists expects first-class customer care and tech support — anytime, anywhere, and in their language.

> Challenge Presented

Year after year, this company manufactures one of the holiday season's most in-demand gifts for gamers and tech lovers worldwide. To keep delivering the same level of customer service to both its new and existing customers, the brand needed to ramp up its customer care operations before the busiest quarter of the year.

SYKES set several goals:





	Quickly and effectively hire, onboard and train a large number of customer support agents in two European countries, two large customer care centers and 12 languages
	Hire the best talent, regardless of location
	Provide customers across Europe with consistent, real-time support in their preferred language
	Keep costs in line during ramp-up

> Our Approach

SYKES began gradually implementing both OneTEAM and SYKESHome. OneTEAM is a cloud-based customer delivery platform that enables every customer care agent and team lead to train, work and communicate within the same system, as well as use the same processes to provide customers with live chat and phone support. So, an agent working from home in the UK can get support from a team lead in the office in Germany. Customer care agents can ask their leads questions in real time via chat, without having to put customers on hold. While OneTEAM was implemented across the brand partner's various brick-and-mortar customer care centers, SYKESHome empowered the brand to hire the best talent across the world, giving them access to the same platform and processes from their own home.

> Partnership Outcomes

Within six months, SYKES ramped up from nearly 340 customer care agents to 550 and launched OneTEAM at a third location to support this brand; an unprecedented timeline for such an aggressive implementation. Most important, our approach didn't require floor support after the initial training period ended, leading to unprecedented cost-savings companywide. Overall, we reported the following successes:

	More efficient customer experience — hold time decreased by an average of 20-30 seconds
	Faster customer service — average handle time (AHT) decreased drastically from the previous year
	Better talent across the globe — with 100 new home-based agents across Germany and the U.K.
	Increased cost-savings — after the first week, no floor support team member was needed; in addition, home agents reduced the need for more brick-and-mortar call centers

This brand partner is certain that without OneTEAM and SYKESHome, this remarkable seasonal ramp-up wouldn't have been possible, successful or cost-effective.