

EVOLVING PARTNERSHIP WITH SYKES HELPS UTILITIES BRAND OPTIMIZE CUSTOMER EXPERIENCE



> Brand Partner

One of today's most recognized and established financial institutions enlisted our help to meet the business needs of one of their customers — a utilities brand that serves 16 million residents over a 77-square mile area. The brand partner itself boasts a network of 22,000 employees in nearly 100 countries around the world.

> Challenge

Our brand partner chose SYKES to handle payment processing assistance for their utilities customer because we maintain Payment Card Industry (PCI) compliance, thus saving the brand the cost of incorporating such compliance in their centers. Beyond these cost-savings, the utilities brand was also looking to create a more efficient and streamlined customer experience.

SYKES came on board in 2016 and implemented OneTEAM, our unique, cloud-based service delivery and workforce management platform. However, the brand partner was new to the inner workings of call center functionality and outsourcing was also relatively new territory for them. As with every new business partnership, we knew we would need to gain their confidence and trust by showing them how we could improve their customer experience.

> Our Approach

SYKES launched Insight Analytics (IA), an in-depth, three-part study designed to evaluate the current customer call experience and identify areas of opportunity. The process entailed listening in on a sampling of calls and collecting data in the process. We recorded the length of each call, client satisfaction, and what issues, if any, made calls take longer than necessary. In addition, we transitioned to an entirely home-based workforce within the year, allowing us to recruit top customer service talent no matter where they lived in the U.S. This model also provides flexibility and scalability, enabling us to adjust staffing quickly to accommodate unanticipated call volume spikes and seasonal expectations.

> Outcome

Our IA study uncovered growth opportunities in both the customer service experience and the relationship between SYKES, the brand partner and their utilities customer. After reestablishing the client's expectations of our agents' responsibilities, we were able to help resolve the issues within the customer journey. These roadblocks largely centered around the verification process for callers attempting to make payments, which often resulted in multiple transfers and a perceived increase in customer effort. To help lower the average handle time (AHT) and overall number of transfers, we adapted the training process and streamlined the verification-to-payment journey.

Ultimately, the transformation of our relationship with this brand — from an uncertain beginning to a productive, profitable partnership — enabled SYKES to optimize their outsourcing ROI. By conducting our IA study, being flexible with our solutions to better fit the brand's needs and remaining committed to providing the best possible service to our clients and their customers, this brand partner has come to consider us more than just an "outsourcing partner." The relationship has grown and we're now a trusted advisor, continuing to collaborate and grow as partners with the company and their clients in various industries.

ABOUT SYKES

Sykes Enterprises, Incorporated is a leading provider of multichannel demand generation and customer engagement services for Global 2000 companies and their end customers. SYKES' differentiated full lifecycle solutions and services — digital marketing, sales expertise, customer service, technical support and more through multichannel delivery platforms — effectively engage customers at every touchpoint of the customer journey. Our complete service offering helps clients acquire, retain and increase the lifetime value of their customer relationships through cost-effective solutions that enhance the customer service experience, promote stronger brand loyalty, and foster high levels of performance and profitability.