CASE STUDY: SYKES CONNECTS DIGITAL AND PHYSICAL TO PROVIDE AN AWESOME CUSTOMER EXPERIENCE AND OPTIMIZE COSTS

❯ The Background

SYKES' client is a leader in voice, data and video communications within urban, suburban and rural communities across 29 states. This communications provider offers a variety of services including fiber-optic and copper networks, high-speed internet, advanced voice, a range of video solutions, and digital protection technologies to both residential and business customers. As of Dec. 31, 2016, the company served more than 5 million customers.

❯ Challenge Presented

The carrier's customers were having a tough time finding online solutions for their troubleshooting needs. Like a lot of carrier websites, there was too much content and it was not easy to understand. This resulted in a high volume of support calls to the call center.

SYKES reorganized the website content to be more aesthetically pleasing — testing a new presentation of the material and measuring results by its effect on call volume. When this test did not demonstrate an improvement, a new strategy was formulated.

❯ Our Approach

The first step was to understand how and where the online support content was falling short for customers trying to self-serve. **Experience indicated that SYKES could improve the online customer experience and reduce website-initiated support calls by up to 10 percent.**

The following steps were put in place to improve online content and prove a positive impact directly related to those adjustments:

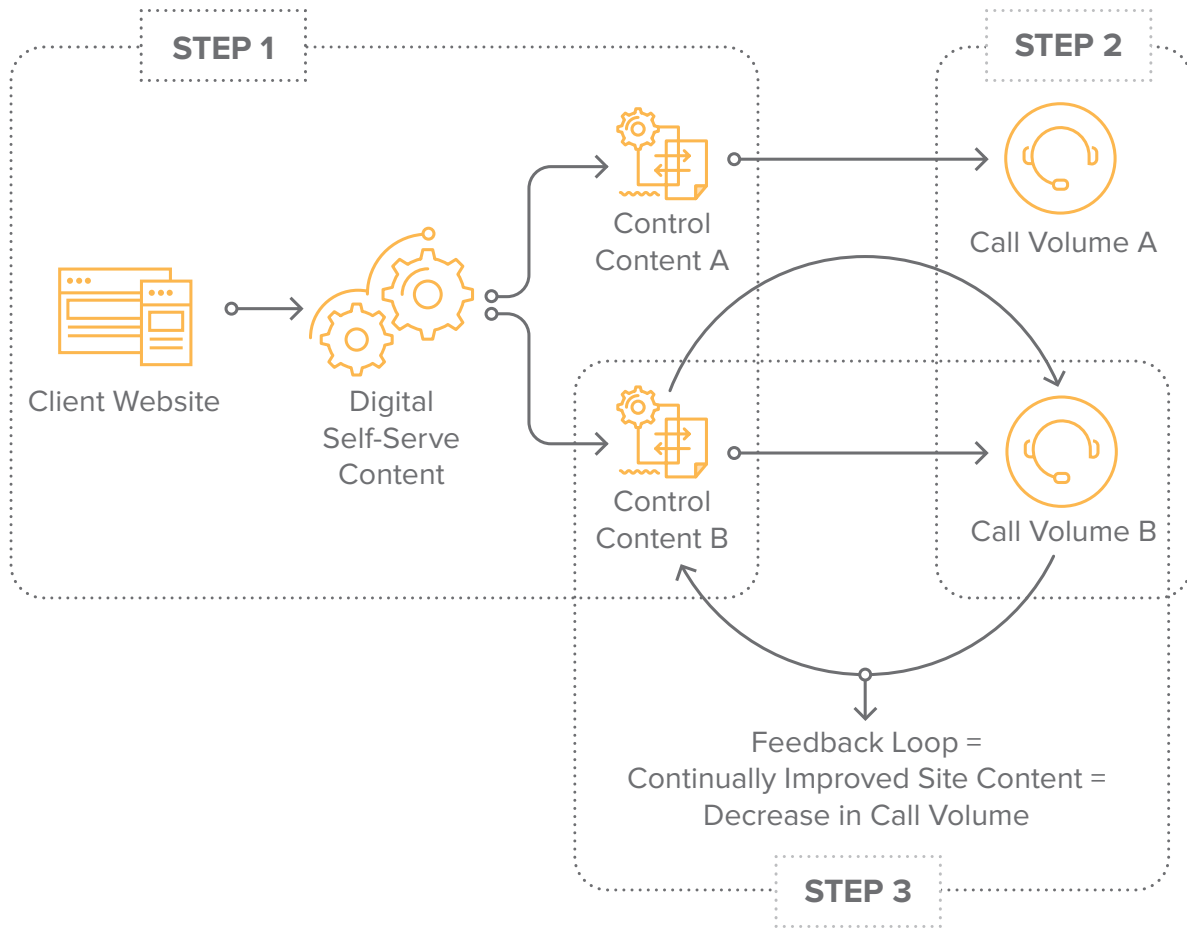### STEP 1: Customer support content A/B test
Content from the client's support section was strategically redesigned on a separate test support site. 50 percent of inbound self-service traffic was driven to the new page and 50 percent directed to the original pages. Journey tracking was put in place to understand online behavior. Through unique identifiers, our agents knew which version of the page customers had experienced.

STEP 2: Leverage feedback loop to identify friction points
All calls were routed to a single SYKES call center location, ensuring they were handled by the test- and control-group agents. The control group handled customer calls launched from the original support site and simply provided the help requested. The test group answered calls launched from the test support site. In addition to providing the help needed, agents asked customers for feedback on the content they encountered online before deciding to call instead.

STEP 3: Optimize content and repeat process
The feedback that customers shared with our agents regarding digital self-serve issues was used to improve the content and experience. As new findings were delivered, the test page content was optimized to provide the most effective digital self-serve experience possible

STEP 1

Client Website

Digital Self-Serve Content

Control Content A

Control Content B

STEP 2

Call Volume A

Call Volume B

Feedback Loop = Continually Improved Site Content = Decrease in Call Volume

STEP 3

› Partnership Outcomes

The continuous feedback process proved to be critical in achieving our client's objective. We were able to identify the four most common troubleshooting issues experienced by callers, and appropriately elevate content addressing those issues within the support page. Making these solutions easier to access enabled customers to quickly find and resolve their issues without additional support.

The end results surpassed our expectations — **improving self-service content and placement** led to a **20 percent decrease in support calls.**

As an industry pioneer, SYKES optimized the full customer experience with our end-to-end solutions and strategic partnership mindset. We saw this as an opportunity to not only reduce customer care calls, but also improve the content, allowing consumers to digitally self-serve their needs. Fueled by data science, technology and people, SYKES provided an awesome support experience with a focus on customer lifetime value.

20%

Two Month Timeframe
◉ Original ◉ Forecasted ◉ Actual

SYKES®