



Customer Service & Technical Support

A software services company in US, saves operational cost and improves service delivery by Outsourcing their Customer Service and Technical Support

Overview

In the ever competitive market for creating a niche, brands strive to create high quality products and seamless support services. Not only does this mean providing a personalized customer experience for customers who require technical support on their purchased products, it also means nurturing customer relationships in both the pre and post-sales stages, to create a loyal customer base.

Leveraging cost by outsourcing pre-sales and post-sales is good strategy in improving ROI.

The Client

Our client is into developing and marketing security, privacy and optimization software for consumers and small business. The client is in the expansion mode and needed a helping hand to manage their call volume. The client wanted to outsource its Inbound Sales and Customer Support process to us which involved answering customer queries, upselling software products, resolving customer's technical issues and customer retention.



The Challenge

The Client was already operating from 2 different outsourced centres but owing to operational restrictions and laws governing them was unable to expand its operations. Also, one of its centres was falling short of expectations in managing ticketing system. The Client was also looking to reduce cost, increase revenue through software sales and give a fillip to its service metrics thereby expanding customer base. They were also looking for a partner, who is available to support round the clock.

The Success

Today we are the leading outsourced centre for the client in Customer Support, Sales and Technical Support. The operation is growing steadily and improving. The Client is adding services consistently after experiencing our effective inbound support services.

The tangible benefits for clients can be witnessed in

- Cost reduction by almost 20%
- Addition of new customers in last 6 months, realising greater economies
- Adding more service lines and product offerings
- Improved visibility and metrics
- Attract additional funding for their expansion program

The Solution

This is where we stepped in. With our rich experience in delivering superior customer support, cost-effectiveness and round the clock availability, we were natural partners for the Client for its expansion objectives. Our expert staff were able to provide not only exemplary customer service but also increase revenue through product sales. Setting a target for incremental increase month-on-month, we were able to not only beat Clients' other outsourced partners but exceeded their expectation. Our technical support team helped improve their service parameters and over a period of time, we managed to handle all of their ticket volume and emerged as their sole outsourced centre providing technical support and allied services. Our working model at competitive price has realized cost economy for the Client.

Key Parameters:

- NPS improved 55 to 69, enterprise at 65
- Resolution Index improved from 80% to 89%, enterprise at 85%
- Sales Revenue increased by 50% in last 6 months
- Quality Scores increased by 30% in last 6 months

The Clients support was immense to make the transition smooth, and we emerged as top outsourced centre in 6 months.

CONTACT US FOR FREE CONSULTATION

VISIT OUR WEBSITE

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Get your **FREE** Consultation today

GET FREE CONSULTATION

ABOUT ALLEGIANT

Allegiant Global is a leading outsourcing, technology, and automation services provider that aims to deliver innovative, seamless, and simplified IT solutions to clients and provide a competitive advantage to them by delivering superior customer value and strong ROI.

We are a team of disciplined operation management professionals with a customer-centric service culture, where outsourcing solutions transcend business boundaries, and our customer's needs and interests are treated above our own.

We believe that great customer engagement experiences are the building blocks of business success. We enable businesses to focus on what they do best while we apply our multilingual outsourcing expertise to help them retain and grow their customer base.