



Multi-lingual Support

How a German & French Language Support for Client help expand business, improve customer satisfaction and increase customer base

The Client

Our client based in Europe wanted to outsource their technical support for computers and peripherals and support for their software product outsourced to a reliable partner, with a wide experience in managing outsourced business in French and German language support. The Client was targeting prospective

small and medium enterprises to sell their Software ensuring a customer-centric offering that puts affordability and flexibility at the forefront. With more than 15 million customers in Germany and France our client's business was growing at an extraordinary pace and at the same time managing a contact center operation (not their core competency) within their business was becoming increasingly challenging.

The Challenge

Most multinational companies choose bilingual Customer Service centers to reach wider audience. If you are doing business in countries like Germany, France or other non-English speaking countries, it is logical to deploy bilingual resources for your customer Service center. If the customer service team cannot converse in your client's native language, it is a loss of effort, resources, as well as a potential customer. The Client was expanding and wanted a one stop center to provide customer service in multiple languages.

All the Brands today strive to create high quality, seamless tech products, with a customer service strategy to match. 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 so they decided to outsource.

The Result

Our client was extremely pleased with the solutions provided by us (Allegiant Global), and the fact that our team was able to achieve this feat within a record time. Additionally, our team ably resolved several performance & product related issues that the client's company was facing for some time, which further augmented their productivity significantly.

Within 90 days of Go-Live, results had drastically improved to an ASA of 12 secs and the abandon rate had dropped to less than 5%. Through efficiency gains, we increased the volume of contacts we were handling by 13% without adding any additional headcount – resulting in cost savings for our client by 35%.

The Solution

Based on the analysis, Allegiant Global set up a special team, the members of which had expertise in the BPO domain. A special support operations for German and French center were also established which was equipped with voice / email / chat facilities, which aided in curbing the turnaround time considerably.

The following support services were offered by Allegiant Global Offering support 24/7.

- In collaboration with our new client, we came up with a service target to have calls answered in less than 20 seconds.
- Our solution had them split their calls into call types that split into Tier 1 and Tier 2 and Tier 3 .Email and chat volume was shared between our Tier 1 team and the Tier 3 team.
- Increased the infrastructure channels, and the overall head count to match the call volume as per the forecasting team and the targeted AHT (average Handling time).
- Increased the support time span and introduced multiple shifts manning with WFM.
- Initiated a call back team to improve customer satisfaction, by reducing the frequency of repeat calls
- Performing constant improvements and process enhancement activities backed by Lean and Six Sigma methods at the support center
- Allegiant Global extended its support services to 24 hours
- All applications necessary at the support center were installed and configured.
- Also, regular application upgrades were ensured, and all errors in applications were rectified
- All the databases were periodically maintained and updated

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www.allegiantglobal.io

TO SPEAK WITH OUR TECHNICAL CONSULTANT

Call : +1 855 909 2926

Email : contact@allegiantglobal.io

OUR REGIONAL OFFICE

USA : 530-B Harkle Road, Suite 100, Santa Fe,
New Mexico - 8750

ALLEGIANT HEAD OFFICE

India : 510-B, Suncity Success Tower, Sector-65,
Gurugram, Haryana -122102



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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.