



## A quality solution to meet growing customer service needs

### CASE STUDY

A rapidly growing audio equipment brand with rising customer support volumes needed to recruit additional Dutch language speakers.

SYKES proposed Work-At-Home (WAH) agents. Initially sceptical, the client, has been delighted with the high-quality results that have been achieved.

### Situation

Already a SYKES client in our Edinburgh contact centre, this company has over 300 audio products and systems and is a growing international business. Consequently, they generated a rising volume of customer enquiries with, in particular, strong demand for Dutch language support.

The traditional solution would simply have been to recruit additional Dutch speakers in Edinburgh. But, with low unemployment in key countries in Europe, some languages, including Dutch, didn't meet recruitment needs in terms of easy availability and high standards of care.

Our brand partner recognised the reason for recruitment delays but, given the complexity of their business, was reluctant to change the established customer service model.

### Solution

SYKESHome operates across the region with few boundaries or limitations. This opens up whole countries for sourcing talent and not just the commuting radius around contact centre buildings. This provides a much larger pool of people to recruit from and includes those living in rural locations, others who are unable to travel to work, and individuals with caring or other responsibilities.

A robust project management plan was put in place to address brand partner concerns that the change of model would not work for their business. This ensured we recruited the best people, trained them appropriately, and addressed the challenges of remote working for such a complex product range. It created synergy between Operations, IT and Human Resources teams and then went further by designing financial and other incentives that motivated colleagues to work hard, and to a high standard. In addition to these, leaders ensured that colleagues were listened to and a team structure gave them career development opportunities despite not being in the centre.

SYKES' OneTEAM platform provided the collaboration, communication and management environment that allowed managers to talk and chat with agents, and for agents to chat to and ask questions of one another. This was key to the way that SYKESHome worked and blended remote and in-centre colleagues' efforts.

## Outcome

The results achieved delighted the brand partner. Introduced in 2018, this has been so successful that it's considered a great example of how a blended in-centre and SYKESHome model can work for a client, their customers and our people.

Complete confidence in the WAH model, to both recruit and retain high-calibre individuals, has been achieved. The home-based team consistently meets or exceeds Key Performance Indicators (KPI) and the performance of the team has been exceptional. Staff attrition is virtually 0%, compared to typical in-centre staff turnover of around 30%. Days off due to sickness are much lower than the target 3%. Customer satisfaction and quality scores are above average and above targets.

Since the introduction of WAH, our brand partner has become actively involved in designing and creating rewards for the team, such as incentives and bonuses. Their appetite for home-based customer service is now well established.

## Key Points

<p>Enabled additional Dutch speakers to be recruited easily</p> 	<p>Exceptional performance against KPIs</p> 	<p>Created flexibility for 24/7 call handling</p> 	<p>Provided a new model and total solution</p> 	<p>Resulted in motivated staff, delighted client</p> 
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