

CASE STUDY

CUSTOMER SUPPORT SERVICES

THE CLIENT

A multinational Conglomerate and a fortune 500 company providing electronic products across the globe and other business ranging from IT, AI, infrastructure etc. required a rigid support setup to aid its product & customer support services team. It was much needed because the company's operations expanded globally, and it was getting difficult to manage the customer services support function.

**DELIVER
BEYOND**



THE CHALLENGE

The company approached Ascendum Solutions with the following challenges -

Due to the company's increasing client base at a fast pace, a lot of pressure was building up due to the workload pressure on their existing customer support services team. It was getting difficult for them to answer phone calls and provide after sales services to its clients.

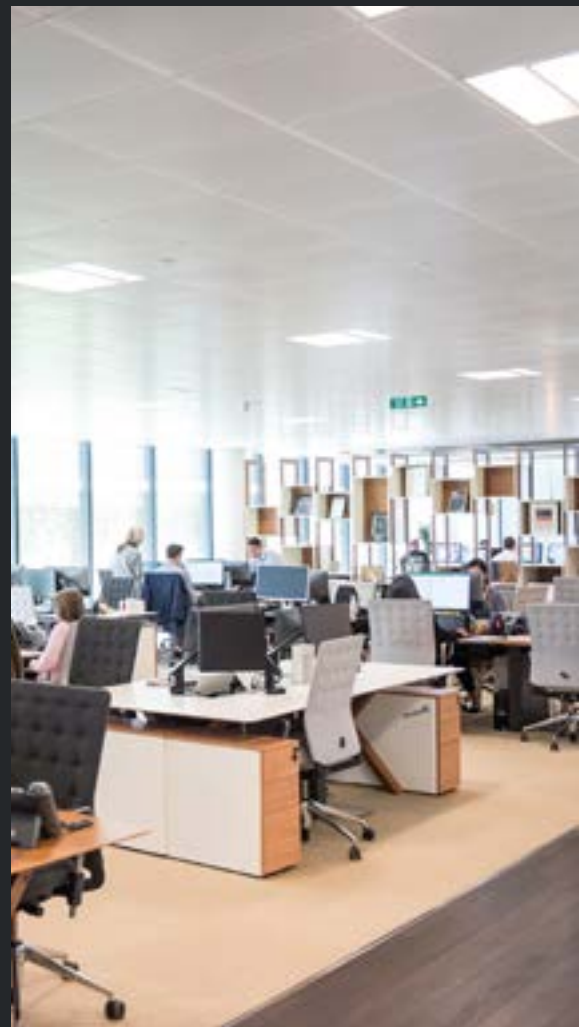
- The company was unable to provide product support services after the normal working hours. Thus, outsourcing customer support services to Ascendum Solutions facilitated its product support round-the-clock.

- The turnaround time to resolve queries was increasing day by day. It had to be reduced for its clients in Asian countries.
- The company was incurring heavy costs to provide after sales support services to its clients.

Ascendum Solutions formed a committed team of customer support services who were qualified, multi-lingual and well versed with local languages for easy communications and resolutions. The team was equipped with voice, chat, email, and internet facilities. The secured customer support services center was ideal to host a test simulation environment.

Ascendum Solutions executed the support operations in a series of stages:

- 1 Initially, product support was provided only during daytime and normal working hours. Later, support was provided round the clock.
- 2 At the beginning, only email support was being provided to the company's clients. Over a period, voice support and chat support services were also included.
- 3 Severity levels in the customer query resolution process were introduced.
- 4 An escalation process, to pass on the critical defects pointed out by customers to the engineering team, was setup. This ensured that only the most critical defects in the product were reported to the company's engineers, while less critical queries were resolved by Ascendum Solutions customer support services team.
- 5 A call tracking system was put in place to record all call-related data.
- 6 A formal training program was also introduced to enhance support operations. The operations were also improved by the introduction of a dashboard and MIS reporting systems.



THE RESULTS

Ascendum Solutions met the requirements of its customer within 2 months of implementing the project. During the first 6 months, the customer support services team from Ascendum Solutions was able to enhance the quality of its customer's support operations, including the overall business process. Some of the areas that were considerably improved were



Workload of the company's support team dropped drastically as Ascendum Solutions support team managed the bulk of the queries with ease.



The availability of 24X7 support operations helped the company manage its clients in a better manner. This resulted in improved customer satisfaction.



Considerable decline in the overall costs was recorded by the company by outsourcing its product support services to Ascendum Solutions.

CONTACT US – TO OUTSOURCE YOUR CUSTOMER SUPPORT SERVICES.

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