



Case Study

High-tech *solutions* that elevate high-touch support in Consumer Electronics





Client profile

A Fortune 500 company, this client is dedicated to helping people reimagine and push the boundaries of what's possible.

Continuous innovation has kept the company at the forefront of its industry, enabling the brand to develop market-leading technology.



Industry

Technology and Consumer Electronics



Footprint

Its European division contributes approximately a quarter of the company's global revenues annually. Based in the UK and Netherlands, the client handles regional sales and marketing operations for Europe, the Middle East, and Africa (EMEA). In EMEA, the client employs over 13,300 people in approximately 120 markets. There are 11 manufacturing and research facilities within the region.



Operational overview

The client recognizes that with the growing fusion of technology into every aspect of consumer life, it is crucial to harmonize traditional and digital support to enable high-touch connections. Thus, it believes it is imperative to choose the right partner to provide a world-class customer experience for a high-tech brand throughout the customer journey and enhance it through people-centric processes, resulting in customer loyalty.

The client has partnered with TP since 2017, creating meaningful customer-oriented solutions and tools to deliver exceptional support.

42

markets served

32

languages supported

Tier 1 and Tier 2 Tech Support

for business clients and individual customers

340+

TP experts

Channels

Phone, Email, Chat, Web Form









Business challenges

The adoption of digital channels, automation, and technology-led innovation drives the consumer electronics and technology market. With leading consumer technology companies mastering digital customer care, customer expectations are raised, and pressure on customer care teams and leadership is continuously heightened. Today, the industry is increasingly driven by AI-enhanced technology and strategic, operational practices designed to create exceptional customer experiences and foster business growth.

For the client to achieve brand success, it has to leverage cutting-edge technologies and work with a trusted partner, bolstering its customer service to address the following challenges:

Challenge	Objective
 <p>The complexity of operational processes in different countries</p>	<p>To streamline and enhance complex customer support processes across operations in EMEA</p>
 <p>Integration of new markets into existing operations, even with low or fluctuating volumes of customer requests</p>	<p>To ensure the highest quality of native language support in new markets from the very beginning and achieve cost-effective operations</p>
 <p>A wide array of requests and queries surrounding various services and solutions</p>	<p>To scale technical support operations beyond issue resolution and address the needs of different customer groups with tailored interactions based on customer demand</p>
 <p>Customer retention, satisfaction, and resolution</p>	<p>To constantly innovate the approach to customer support and exceed customer expectations</p>

Solutions

Objective: To streamline and enhance complex customer support processes across operations in EMEA

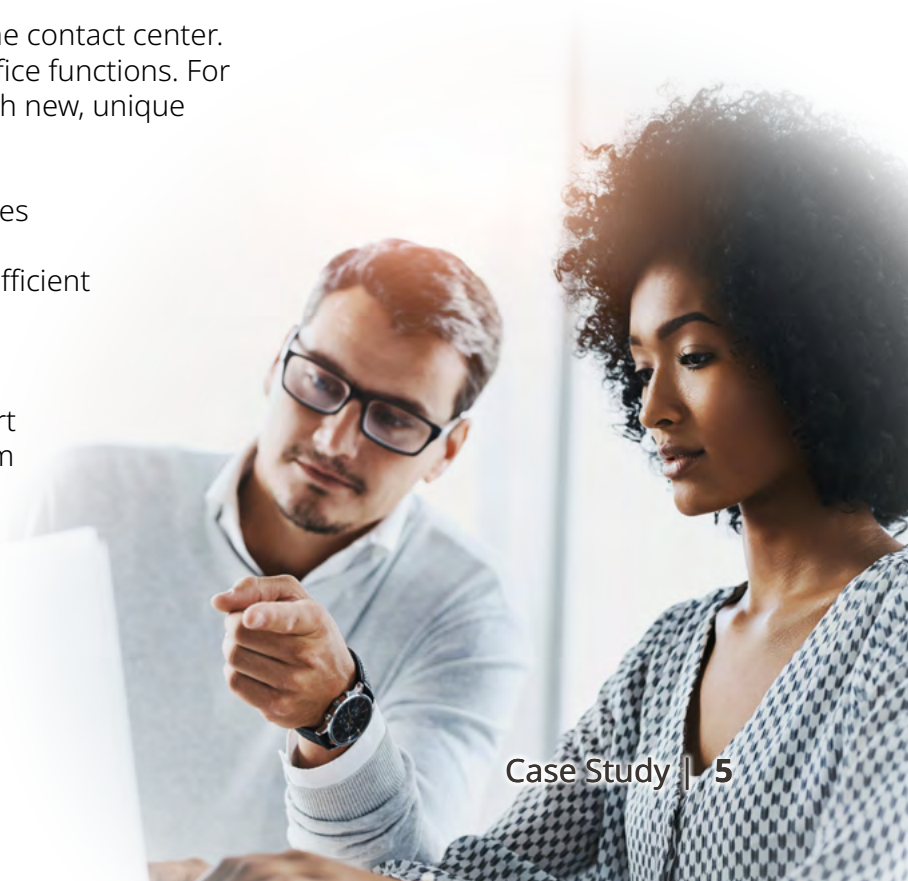
Solution: Multilingual hub

TP organized a single-location multilingual hub in Greece to consolidate support teams, serving customers in 42 countries in their native languages. With one centralized location, the TP team can implement a cost-effective structure and provide consistently high customer support for the client's customers across EMEA.

However, providing support for high-tech consumer products does not end at the contact center. Many processes are heavily interconnected with other departments and back-office functions. For this reason, the client's customer service department strengthened the team with new, unique roles:

- Product specialists to support TP experts on software product-related inquiries
- Process specialists to document and standardize the processes to be more efficient across multiple countries served

The multilingual hub has created a space to enhance operational efficiency and ensure quality knowledge management, consolidating all the operational support processes in one location and implementing a continuous improvement program with Lean Process Mapping. As a result, the client was able to eliminate wasteful transactions, which led to consistent service-level agreement (SLA) improvement and an 84-second (9%) reduction in average handling time (AHT).



Objective: To ensure the highest quality of native language support in new markets from the very beginning and achieve cost-effective operations

Solution: Translation services

In 2023, TP expanded its support for the client across EMEA, enabling B2B and B2C customer service in eight additional Adriatic countries and three Baltic states through phone and text channels. A translation tool was implemented to strengthen language and support capabilities, allowing the primary team of native-language-speaking TP experts to efficiently cover 11 extra markets at no added cost. This strategic move has resulted in significant savings for both the client and TP in recruitment, selection, onboarding, and training.

The AI-powered, user-friendly translation tool allows TP experts to operate securely and effortlessly through multilingual and automated capabilities that increase performance and ensure a precise response. It optimizes business processes by leveraging AI to translate customer requests, analyze emotions, recognize language patterns, and conduct grammatical and spelling checks.

- Translates conversations in real time and expands reach
- Improves the efficiency of multilingual customer service
- Allows prompt ramp-up for new markets
- Augments the TP experts' capabilities, enabling them to serve customers in their preferred language
- A single unique solution that improves multiple key performance indicators (KPIs), with a focus on customer satisfaction (C-Sat)
- Delivers high accuracy and precise quality of service with reduced investment





Objective: To scale technical support operations beyond issue resolution and address the needs of different customer groups with tailored interactions based on customer demand

Solution: Advanced, people-centric knowledge development initiatives

TP experts address a wide array of requests and queries, covering various services and solutions, such as product warranties, device connectivity, and software applications. Managing these inquiries remotely with high quality requires extensive knowledge and experience.

TP supported the client by introducing a hands-on training program for TP experts as part of their continuous education process. During hands-on training, TP experts in small groups recreate the most frequent troubleshooting scenarios and get first-hand experience overcoming and resolving the requests.

It is important that TP experts understand what issues customers are facing. This meant introducing product emulators (Visual Assistant) so TP experts could recreate the issues and error codes customers see on their devices and provide step-by-step guidance to resolve them.

For highly sophisticated products, it is essential that support personnel have access to product information 24/7. That's why a Digital Floorwalker was deployed. This interactive knowledge base provides real-time assistance to TP experts and ensures they follow the correct steps when serving customers. The same digital assistant has also helped reduce the new hire learning curve from eight weeks to six weeks.

5+ hours of training

per TP expert per month, focusing on hands-on expertise

3 years average team tenure

for TP experts, leading to a highly experienced and knowledgeable team

79% remote resolution of issues,

allowing the client to reduce costs on expensive customer visits of service technicians

Together with the client, TP has created a product showroom on the operations floor featuring over 400 devices, including lenses, cameras, and printers. Furthermore, a lending program was rolled out, allowing TP experts to familiarize themselves with any product from the showroom outside of work. This initiative has helped them become true brand advocates who are totally proficient with the devices.






Objective: To constantly innovate the approach to customer support and exceed customer expectations

Solution: Process efficiency through technology

It is important to create memorable online touchpoints, especially during the initial steps of new brand customers. This meant enhancing the onboarding process with video tutorials that allowed customers to familiarize themselves with the products or to troubleshoot. The video tutorials were an effective self-service opportunity, answering questions in an innovative, easy-to-understand, and efficient way. More than 40 tutorials have been created for the client's YouTube channel and website so far, deflecting a large number of contacts from customers.

From time to time, though, customers need more guidance on how to use or set up high-end sophisticated devices. A targeted approach via Visual Assistant is used in scenarios with the biggest impact on C-Sat and issue resolution (IR). Customers are given the option to connect with TP experts for technical support surrounding device connectivity/compatibility, error codes on home/office appliances, and how-to/setups and installations.

	 With Visual Assistant	 Without Visual Assistant	 Improvement
C-Sat	92%	80%	12 percentage points
Issue Resolution (IR)	85%	74%	11 percentage points
First Call Resolution (FCR)	57%	45%	12 percentage points



To continuously enhance customer experience and satisfaction, a feedback loop was maintained through survey management:

- Customer Question Ratings and Reviews as an alternative communication channel on the client's E-commerce website
- Proactive call-back to customers whose calls were accidentally disconnected, those who shared feedback via a Satisfaction Survey, and those with multiple interactions
- Voicemail opportunity for customers who prefer to receive a call at their convenience instead of waiting in queue

Meanwhile, continuous support was extended with a voucher tool. The client offers discount vouchers when a product is beyond economical repair or is at its end of life, encouraging customers to purchase a new device. All TP experts use the TP-developed digital voucher creation tool to issue unique vouchers, allowing the customer support department to match coupons with the actual redemption amount. From 2021 to 2023, the voucher tool has generated over \$2 million in additional revenue and the program is expected to continue driving revenue growth for the company.

Results

The centralized multilingual hub solution provided an opportunity to benefit from easier contact center management and coordination, reducing the cost of ownership through:

- A centralized management team
- Continuous best practice-sharing between markets
- Consolidated synchronized reporting
- Capacity planning based on advanced analytics
- A consistently high level of quality, efficiency, and performance that is maintained across all markets
- Process improvements, leading to better overall outcomes and reliability in all areas of the business
- Faster user acceptance testing (UAT) and rollouts of new channels and tools
- Faster communication of vision, focus points, priorities, and process changes

The experience one customer received on their support journey moved him enough to take time to write to the company about it.

"Never in all my years as a manager of a service-oriented company have I ever encountered a company with such a high number of first-class, customer-oriented support staff."

– UK-based customer

87%

C-Sat
(target 85%)

87%

Service Level
(target 80%)

91.8%

Annual Forecast
Accuracy

A true partnership focused on customer satisfaction

Always striving to enrich society, the client promises not only to maintain quality and improve its products but also to elevate satisfaction for each customer. Together with TP, the client can evolve its approach to customer experience, meet diversified needs, strengthen connections in the digital age, and deliver on society's expectations.

Trusted for over four decades by the world's best brands, TP helps organizations adapt to change and master the future through a comprehensive, AI-powered service portfolio, from front-office customer care to back-office functions.

TP regularly meets face-to-face with the client to strengthen collaboration and overcome challenges. The partnership was recognized as "Outsourced Contact Centre of the Year" in the 2022 European Contact Centre & Customer Service Awards (ECCCSA).

"I am incredibly proud of our partnership, thanks to the collaboration and dedication shown by the TP team."

– EMEA Senior Manager of Customer Service



