

Case Study, Technical Support Call Centre/Dixons

Arise won a contract from a Taiwanese company to provide multilingual support. Products covered under this support contract include, home entertainment DVD players. In certain cases, these products are sold to major OEM's & Arise provide the support to these OEM's as well. Since these contracts are significant for the Client, there is a very high level demand on the support required ie 90% of calls answered in 180 seconds, less than 5% of calls abandoned & more than 70% of the calls must be resolved in the first call. Dedicated international numbers are used & when the callers phone in from their local country, it is totally transparent that they are calling into an international support centre. In addition to supplying OEM's, the Client also sells to the high street & major E Tailers. Languages covered for this particular contract include, English, French, Italian, German, Spanish & Dutch. Within one year of the contract, the Client sold product to the Dixons Group & the Client awarded the support contract to Arise as a result of its satisfaction on Arise's performance. In addition, Dixons demanded as part of the contract with the Client that 95% of technical support calls are answered within 20 seconds. This was a big ask but because of Arise's experience in this area they were able to design a process that segregated all calls that came from Dixon's customers & they implemented & delivered on this SLA. TRAX4, Arise's proprietary call reporting system was called into play so that all data could be captured & reported. In addition, Arise developed their system so that it allowed the Client a view on what product returns were in the field with customers. The Client had these units collected & repaired & when they were sent back to the customer the TRAX system was updated to ensure a complete closed loop & a satisfied customer.