

Implement an Additional Revenue Source, Reduce Support Costs, and Improve Customer Satisfaction

Convert out-of-scope customer care calls into a revenue generating value added support services with Sutherland's Pay for Support solution.

These days OEMs, software companies and service providers want to provide the best quality of products and support services to their end users but are challenged with slimming margins due to the rise in costs from product development, operations and heightened competition. This is forcing many to scale back on standard warranties and/or reduce their scope of support services.

Another challenge facing these companies is the increase in adoption of technology at home to work seamlessly together which can include hardware, software, peripherals, internet, telephony, and other devices. This creates the need for out-of-scope and value added support services since typically 14-32% of calls received in any support center are out-of-scope issues.



- Turn non-revenue generating calls into revenue streams
- Move the cost of support to the consumer
- Improve customer experience with a single point of contact for all issues, thus improving customer satisfaction and lifetime value
- Generate additional up-sell and cross sell opportunities
- Prevent customers from seeking alternate support options, thus lowering the risk of customer churn
- Reduce costs by leveraging customer self service, assisted tools, and remote connection technology

Sutherland has developed a proprietary platform that consists of a set of new generation self service and assisted tools that include an online portal, a comprehensive knowledge base of over 120,000 articles, an automated chat tool, several automated diagnosis and healing applications and remote connection capabilities to PCs and SmartPhones. The platform's tools expedite issue resolution and simplify self service activities. This in turn reduces cost and improves customer satisfaction.

Our platform can offer consumers several payment models on behalf of our clients including a subscription based model, a pay per incident model, a pay per the minute model and a prepaid service card model.

Sutherland's history with customer care and technology support services for many of the major technology vendors solidifies our experience in this space. Our Pay for Support processes and frameworks are so mature that we can launch a premium service program for a new client in 90 days from the date of the agreement.

As a global Business Process Outsourcing (BPO) and Technology Enabled Services Company, we offer an integrated set of back-office and customer facing front-office services. We collaborate with our clients to help them excel in their industry while maximizing their customers' lifetime value.

Sutherland is Certified as a Minority Business Enterprise by NMSDC®.

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