

## Improve the Customer Experience with Our Integrated, Multi-Channel System

Deflect Calls, Increase Efficiency of Resolution, and Create New Revenue-Generating Channels with SmartLeap™

In today's highly competitive market, companies in the technology, telecom, and retail industry are working harder than ever to provide the best quality products and support services to their end users. Increasingly, there is a push for innovative, cost-effective ways to increase customer retention, gain market share, and boost the Average Revenue Per User (ARPU). However, rising product development and operations costs are forcing many companies to scale back on standard warranties and/or reduce the scope of their support services.

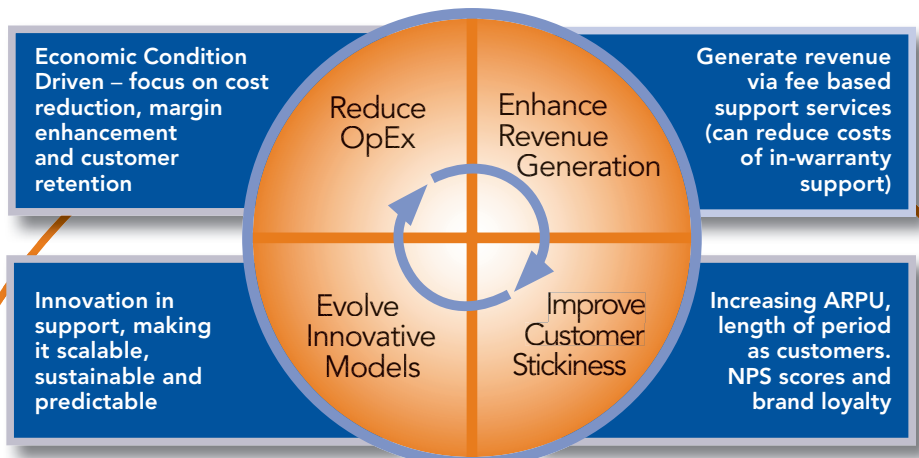
At the same time, at-home technology is growing steadily. Consumers expect their hardware, software, peripherals, Internet, telephony, and other devices to work together seamlessly.



Typically 14% to 32% of calls received by support centers are out-of-scope issues. All too often, a frustrated customer shuffles between the hardware OEM, device OEM, software OEM, ISP or others in an attempt to find a quick resolution. Many end up seeking help from a technically knowledgeable friend or relative, which reduces the chance of future revenue generating opportunities.

To differentiate from the competition, reduce service costs, and enhance their brand or product reputation, companies today need the bandwidth and capability to provide comprehensive, automated self-support via voice, email, the web, or on the customer's desktop.

Sutherland has more than 20 years of experience in the technical support business. Our knowledge and understanding across the digital domain is unparalleled. Our marquee clients include three of the Top 5 hardware OEMs, five of the Top 10 anti-virus software companies, the leading telecom and ISP companies in US and Canada, top global e-retail companies, and many of the world's largest software OEMs. We have successfully created integrated technical support models for many of our clients. Our client engagement models have a full range of pricing options which are flexible and scalable based on your specific business and customer/end-user needs.





## Tech Support for the Digital World

### "Smarter" Support Lowers Costs, Increases Efficiency

Sutherland's SmartLeap™ offering provides our clients the ability to transform their technical support by incorporating a single view across multiple channels of support, achieving call deflection through highly effective self-support options and improving the efficiency and effectiveness of technical support representatives through latest generation remote connect, automated response, and automated resolution applications.

SmartLeap™'s technology platform based framework enables our clients to:

- Achieve deflection of calls to cheaper channels of support (web portal, chat, email, desktop widget) but provides an integrated view of all channels through the CRM
- Eliminate contacts through proactive fault detection & resolution and "smarter" self-support tools, such as automated chat and automated fix tools

- Increase efficiency of resolution and productivity and reduce AHT through agent-driven automation and comprehensive knowledge base
- Generate potential new revenue sources to subsidize "free" in-scope technical support costs

Our services encompass the entire digital domain across a broad range of digital products and services, individually and connectively, including: PCs, laptops, netbooks, printers, wireless connections, Smart phones (such as Nokia™, BlackBerry® and iPhone®), connecting and configuring game consoles (such as Wii™, PS3™, and Xbox®), music players (such as Apple iPod Touch® and iPod®), digital cameras, digital camcorders, setting up software and kit, removal of serious virus infections, firewall and system security set-up, and Windows® 7 Operating System upgrade advice, and much more.

### Providing Complete Service

Recently, we launched a Premium Support Business for one of the top global brands.

Harnessing the client's brand heritage and Sutherland's strength as a technology platform driven Business Process Outsourcing (BPO) company, we formed a comprehensive partnership and created a new business.

The client fully relied on Sutherland to develop the business case, create a pricing model, build and deploy the technology platform, and deliver the services.

With our SmartLeap™ platform as the framework, Sutherland designed, developed, implemented, and now manages a sophisticated technology platform that includes portal, desktop application for consumers, knowledge base, e-shopping and IVR shopping, metering, and a CRM application. In addition to the technology platform, we are responsible for the integrated infrastructure, software/solution development, subject matter expertise, knowledge bases, and global delivery.

### SmartLeap™ Can Help Transform BPO!



### About Sutherland Global Services

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®.



Measurable Performance  
Delivered Globally

Business Transformation Services • Knowledge Services • Business Process Outsourcing • Technology Enabled Services

Bulgaria • Canada • Colombia • Egypt • India • Mexico • Philippines • United Arab Emirates • United Kingdom • United States