

## Improve CSAT levels and generate additional revenue

Reduce costs, improve operational efficiencies, ensure high standards of technical performance, and increase customer satisfaction with Sutherland's Technical Support solutions.

The prevalence of technology in business today creates a tremendous demand for first-rate technical support capabilities across all industries. Companies frequently do not have in-house expertise, resources or the desire to operate a high-quality support center. These companies increasingly turn to outsourced service providers to help deliver post-sales technical support for their customers. With that can come unique challenges which may include:

- Levels of activity, people, cost, infrastructure and process impacts
- Results achieved and their alignment with organization goals
- Short and long term goals defined by strategic and operational benefits



Sutherland has built a PC Ecosystem support model that facilitates deep knowledge and deliver results in the true spirit of partnership. Together, our approach and the results, has produced significant benefits to our clients.

Our innovative practices include:

- Agent Cross-Training & Program Rotation
- "Wing-to-wing" Support Model which supports an integrated knowledgebase
- Systematic CSAT Measurement
- Assessment Screening (Sutherland's proprietary recruiting model)
- Global Quality System

Sutherland has made significant capital investments in developing a robust technology and physical infrastructure. By leveraging outsourcing solutions delivered over this platform, clients are able to minimize their own internal infrastructure investments.

As our clients' businesses grow through new product launches, increases in customer bases and geographic

expansions, Sutherland's global footprint provides the necessary operational scalability and flexibility to quickly adapt.

Sutherland complements its technical support service with revenue generating customer extension services such as warranty upgrades and cross-sell/up-sell initiatives, enhancing our client's customer retention and profitable customer relationships.

This proven methodology aligns our support with our client's goals of reducing costs, improving operational efficiencies, ensuring high standards of technical performance and increasing customer satisfaction.

### 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®.

**SUTHERLAND**  
GLOBAL SERVICES®

Measurable Performance  
Delivered Globally

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

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