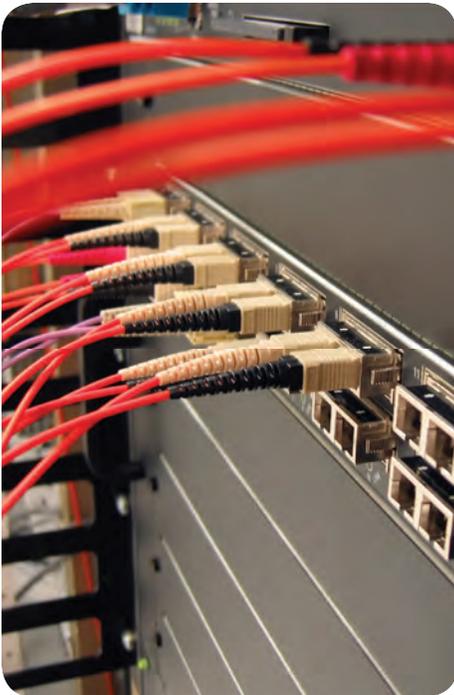


Reduce costs, minimize churn, and increase revenue in a converging and complex environment.



Innovative Outsourcing Solutions that help telecommunications and cable companies improve customer satisfaction while reducing the operating costs.

Few industries are more competitive than telecommunications and cable. Service providers are rapidly developing new offerings and aggressively entering new markets, blurring the lines between voice, data, cable, IP, and wireless. Enhanced technologies, changing regulations, and “merger-mania” have become commonplace.

Unique price and regulatory pressures also make it more difficult for providers to grow market share and manage a healthy profit picture. Telecommunications and cable companies must significantly invest in resources in order to develop the

people, technology, applications, infrastructure, and management processes to obtain, retain, and grow the increasingly demanding customer base.

For many telecommunications and cable service providers, outsourcing certain aspects of customer interaction and back-office processes is a logical and critical way to remain competitive and to grow the business. That is the reason why leading telecom service providers and cable operators have relied on Sutherland for more than a decade to handle various aspects of their customer lifecycle management responsibilities.

Sutherland’s knowledge of the challenges that the telecommunications and cable industries are facing – with advanced technologies and slimmer margins – has proven that a clear understanding of profitability, customer retention and acquisition, and brand loyalty are critical drivers to success.

Our proven solutions, backed by more than 20 years’ experience, will strengthen your place in the market by:

- Reducing costs by as much as 40% through an integrated BPO solution with a global delivery model
- Increasing customer loyalty by delivering measurable results from the contact center channel
- Understanding your customers and predicting their behavior in order to improve their experience and satisfaction, and increase customer retention rates by as much as 20%
- Supporting new products and service offerings which require a quick ramp-up of operational flexibility and speed-to-market



Maximize the Customer Lifecycle and Lengthen their Lifetime Value

Best-in-class customer experience

Sutherland provides outsourced solutions that add quantifiable business value and significantly lower the risks and costs across a variety of front and back-office business processes throughout the entire customer life cycle. Our combination of experience, knowledge, skills and resources help our clients meet their customers' demands with the following service offerings:

- Customer service & technical support – our dedicated technical support teams provide Level 1, 2 and 3 support from our facilities located within our global footprint as well as domestic Work at Home agents, who may leverage our innovative Assisted Call Control platform to create experience consistency. They can assume complete ownership of all aspects of clients' overall support needs.
- Customer acquisition – solutions include forecasting processes and pipeline management, creating a seamless extension of clients' sales organizations and guarantee increased sales with measureable return on investment.
- Pay for support – allows clients to turn out-of-scope customer care calls (which is generally 14- 32% of all customer care inquiries) into a customer funded, revenue generating service offering which provides a single point of contact for all customer care support needs.
- Relationship management – maximize every customer contact with up-sell/cross sell, account retention, churn reduction, dedicated support and escalation management.
- Back office support – service and billing management solutions help our clients effectively manage their revenue cycle.

A leading regional CLEC Company offering a suite of business voice and data services
Initial Business Challenges

- Reduce operational cost through optimization and FTE reduction.
- Improve process flow and operations efficiencies for customer on-boarding and POTS / T1 repair
- Reduce customer churn

Sutherland Solution

- Customer / Tech Support– technical support for new customer on-boarding and repair service for POTS and T1 product lines
- Operations– develop new workflow and process management for on-boarding and repair
- System Solutions –architecture of GUI overlay and IS solution implementation

Projected Results

- Improved IT resources to reduce internal processing
- Significant operational cost savings
- Increased revenue through all customer touch points with improved customer retention

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

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