



## Global Consumer Technical Support Services for a Global Leader in Connectivity Solutions

### Client Profile

The client is a US-based global leader in connectivity solutions aimed at the consumer market. The client, with revenue of \$116.1 Mln in 2007, has been in the market for over two decades with products that include award-winning innovations in the areas of networking (routers, switches), KVM products and accessories

### Client Context

Dependable Customer Support is Key to Competitive Edge  
Accurate and dependable remote technical support can build a competitive edge with superior customer experiences. Good, qualified support that can diagnose and resolve technical issues for consumers drives down overall support costs, increases customer satisfaction and helps improve customer retention. Often, an experienced technical support partner, like Microland, can provide continuous product improvement guidelines based on consumer feedback, reducing first time calls and resulting in significant long-term gains.

The client needed to provide customers with technical support for a distinctive and wide-ranging line of products. While technical support is product line specific, the assistance provided in one segment can impact the company's business in other areas. Rapidly changing offerings and technologies posed a significant challenge to the client's overriding goal: provide cost-effective, excellent support to its customers.

The client was challenged by the high cost of in-house technical support operations and inconsistent quality of service as it lacked expertise in technical support delivery management, knowledge engineering and expertise in continuous improvement.

### The Strategy

Microland entered into a partnership model with the client and under this arrangement Microland set up the Technical Support operations for the client. Microland set up a dedicated lab for the client's products where its technically qualified employees could simulate end-user environments as well as spend time improving its technical understanding of the products.

### Solution Details

Microland, with its expertise in Outsourced, Offshore Technical Support delivery, developed comprehensive training materials, a knowledge base and a robust technical support framework. A dedicated team was trained with the help of these materials as well as with first-hand lab exposure to products. The end result was an immediate 20% improvement in resolution accuracy, taking First Time Resolution from 55 % to 65% along with a 10% drop in total contact volumes. But this was not enough.

Microland's Quality Team, comprising of certified Six Sigma experts, conducted problem solving exercises to identify the top call drivers and their solutions to create process maps and flow charts for each issue. Microland leveraged internal quality assurance and training expertise along with comprehensive product usage simulations and lab studies to increase resolution rates.

### Benefits

- Increase in First Time Resolution from 55 % (when technical support was delivered in-house) to 82%
- Direct impact on customer support budgets by lowered cost of technical support through reduction in repeat calls and Average Handle Time (AHT)
- 50% improvement in customer satisfaction (C-SAT), taking C-SAT up to 94%

*At Microland, the emphasis is on building a comprehensive knowledge base and focusing on the Top 10 Reasons for customer calls. This strategy helps us with faster call resolution and lowered repeat calls, helping our clients make direct savings on support costs.*

– Sharad Heda, CEO,  
Global Technical Support Business  
Microland