

Case Study

Outsourcing
Partnership Helps
Technology Leader
Maintain Growth Trajectory
in China





The Challenge

Delivering customer care and technical support to one of the world's largest technology companies requires an extensive global footprint and multilingual expertise. The client was initially handling its customer care in-house but decided to transition this work to Teleperformance, along with a mix of other vendor partners. Moreover, the client needed an outsourcing partner that could handle large spikes in call volume during new product launches. Teleperformance currently services the client's customers in China as well as 15 other countries.

The client is a leading global information technology company that specializes in consumer electronics, computer software and online services. Its rapid expansion in China requires partners that can match the company's growth, performance and stability.

Industry: Technology

Geography: China, United States, Canada, United Kingdom, Sweden, Netherlands, Germany Italy, Greece, Albania, Dubai, Philippines, Australia and Brazil

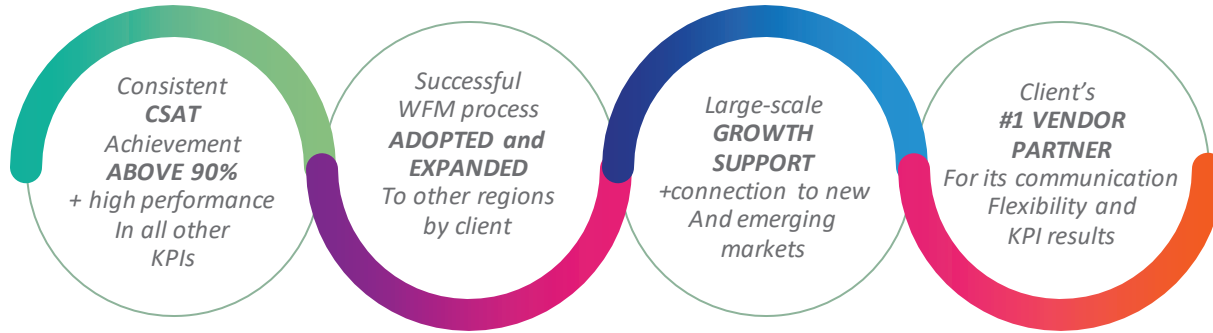
Solutions: In-bound customer care, technical support and sales support

The Solution

In 2011, after a seven-year relationship with Teleperformance across the globe, the client launched in China, with Teleperformance providing customer care and technical support in the voice and e-mail channels. Currently, Teleperformance supports the client with 7,500 FTEs globally, including one-third of the client's customer care volume in China (2,000+ FTEs). In China, Teleperformance has delivered the following solutions:

- **Customer Care, Technical Support and Sales Support:** Teleperformance provides support for the client's phone business, mobile product business, cloud business, CPU business, and mobile and desktop business. In China, Teleperformance handles all of the client's T1 and T2 technical support queues and special service requests, and provides customer care and sales support for its online store.
- **Quick Ramps to Support New Product Launches:** The client frequently launches new products, which requires quick ramping and agent headcount increases. Teleperformance has also opened new site locations in China to support the growth of this client.
- **Multichannel Support:** Teleperformance provides support in the voice, e-mail and chat channels globally, and in the voice and e-mail channels in China.
- **Industry Certification:** To support this client, Teleperformance has maintained certifications such as COPC and PCI.
- **Multilingual Support:** The client is able to tap into Teleperformance's global coverage of 62 countries and multiple languages, including Mandarin and 11 additional languages.

Key Results and Benefits



Customer Satisfaction



CSAT is the client's primary goal for service. For China, Teleperformance regularly achieves performance above 90%. AHT, Escalation Rate and Attrition are also important KPIs, and Teleperformance is consistently competitive in all performance metrics.

Growth Support and Added Value



The client receives large-scale growth support when needed for its new product releases, and a partnership with Teleperformance gives the client access and insight into new and emerging markets.

Successful Implementation of WFM Processes



The client has been impressed with Teleperformance's implementation WFM processes in China, which assist with managing Average Handle Time (AHT) and improving scheduling commitments and overall WFM. This implementation has been so successful that the client has adopted the processes in order to improve performance in other parts of the region.

Stability and Consistency in Performance



The client considers its partnership with Teleperformance to be the easiest out of all its vendor/suppliers globally, but especially in China. The client has complimented Teleperformance on its ease of communication, flexibility, and its ability to grow and provide stable KPI results. Over the course of 11+ years, Teleperformance has grown to be the client's top-performing outsourcing partner.



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