

# Purpose Built, Mission Driven



## Industries

Technology  
Satellite Internet  
Retail & E-Commerce  
Consumer Electronics  
Travel & Transportation  
Media & Entertainment



## Services

Sales  
Membership & Loyalty  
Customer Care  
Complaint Management  
Technical Support  
Retention - Saves/Upsell



## Elite Agent

75% Women  
High Education Levels  
85% Retention Rate  
(Post 90 days)  
59% Ages 30-49

## Driving business results with Sitel at Home



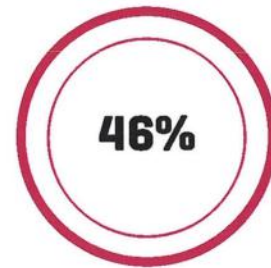
### NPS Increase

Achieved top  
NPS increase among BPO  
competitors of 5 points



### Fast Agent Ramp

Increased from 22 to  
600+ agents to meet  
seasonal demand



### Lower Attrition

Compared to brick and mortar;  
rewarding work driving high levels  
of retention and attendance



# Sitel Technical Support

**Experience Technical Support  
as it should be.  
A service, not a transaction.**

## Customized Support Solutions.

The Sitel difference

**Sitel Technical Support** is a proactive, industry-leading support hub that provides clients with customized technical solutions and smart capabilities. Our unique support delivery model – Tech Support as a Service, or TSaaS – is unmatched in the BPO industry. Its value-added services and innovations go beyond the contract and have three main goals:

1. **Strategic Approach**
2. **Insight to Improve Business Performance**
3. **Transforming the Customer Experience**

## Service and Solution Capabilities.

Technical Support as a Service [TSaaS]

### Service Desk

- Single point of contact for IT requests/issues
- Reduce end user effort and handle times
- Increase productivity and satisfaction
- Reduce overall IT costs

### Specialized Tech Support

- Applicable to B2C and B2B customers
- Increase customer loyalty and customer lifetime value (CLV)
- Resolution focused
- Improve customer satisfaction as a feedback loop into product/marketing

### Paid Tech Support

- Monetize “out of scope/warranty” calls
- Introduce new revenue stream
- Multi-product/brand skilled agents

## Key Processes Delivering Value.

Innovative TSaaS Model

We partner with you to provide continuous improvement, enhancing the CX and maximizing customer lifetime value through a universal approach to IT Service Management (ITSM). Each of the four processes requires skills and methodologies to ensure that it delivers the desired results, and that it integrates properly into the ITSM framework.

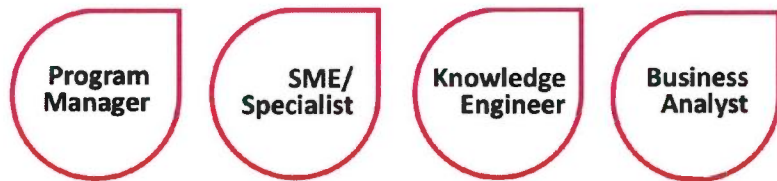




## Focused Resources.

Expertise Delivering Results

Trained specialists oversee Sitel Technical Support's TSaaS to provide continuous improvement and superior technical support; and drive results, cost savings and enhance customer experience. Aligning to your operating standards, we act as an extension of your team to deliver the following results:

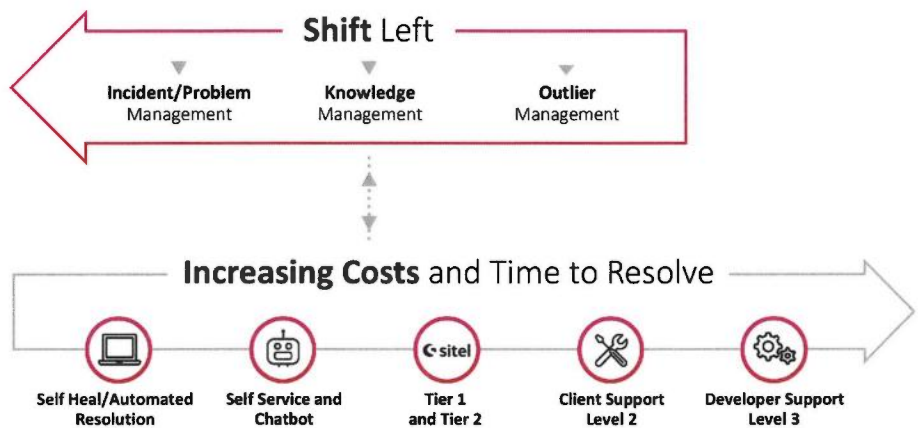


- Identification of issues and requests that can be resolved by our agents, allowing your team to focus on their work
- Shifting traditional voice contacts to lower-cost methods, like chatbots
- Collaboration with clients for incident avoidance and reduction during new rollouts and upgrades
- Updating processes/procedures where positive impacts for your customers are realized

## Sitel Technical Support's DNA.

The Power of People, Process and Technology

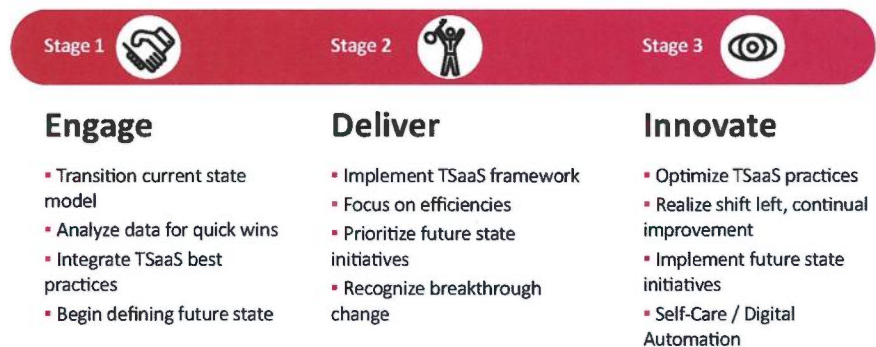
We identify opportunities to achieve the next lowest level of support, leading to decreased IT costs with high service quality.



## Technical Support Journey.

The Roadmap to Success

We build a TSaaS model that works for your long-term strategy; partnering and consulting with you on the ideal roadmap for your business.



## Tangible Results.

Our TSaaS model works for your long-term strategy to:



# Customer Experience Outsourcing



We are a leading global outsourcing provider of customer experience management with 150 offices across 25 countries and more than 75,000 associates speaking 48 languages. Our contact center associates deliver more than 2.5 million unique customer experiences every day. We are here to help you with any **business process outsourcing** needs you might have.

## Outsourcing for all shores — Global Strength, Local Flexibility



### Onshore

Proximity to the sites allows for easy visits while language and cultural barriers are significantly reduced – as well as political and financial stability.



### Nearshore

Highly skilled workers can serve numerous markets in multiple languages, allowing for easy travel proximity.



### Offshore

Outstanding customer experiences are delivered 24/7 from our premier offshore locations. Digital Customer Experience Solutions tailored to your needs.



### Work at Home

An ideal solution for businesses who need to quickly ramp up and down for changing needs.



### Botshore™

Our newest and hottest offering, Botshore deflects routine customer inquiries so agents can focus on your most important interactions.

## Customer Experience Industry Expertise



Communications



Financial Services & Insurance



Healthcare



Manufacturing



Media & Entertainment



Public Sector



Retail



Technology



Travel & Transport



Utilities





# The power of the home agent

Making people's lives better by extending rewarding experiences into the home.

## Happy Agents - Happy Customers

Experience Sitel at Home, enabling your brand conversations with an on-demand, quality-driven CX solution designed with flexibility in mind.

Extending your workforce into the home environment, we connect you with best-in-class talent, unlimited by geographic boundaries, ensuring you are ready to meet ever-changing business needs within a secure business platform. Powered by a team that is more engaged, with a better work-life balance, our customer obsession is proven to boost your customer satisfaction.

- Rapid ramp/seasonal support
- Business continuity by design
- Secure and compliant

### Flex



- Fast Ramps
- Flex Scheduling
- Omnichannel Dexterity
- Business Continuity

### Connect



- Virtual Communication Suite
- Centralized Coaching
- Stable and Secure Virtual Platform

### Specialize



- Unique Agent Profile
- Recruiting Top Talent
- Extensive Training

### Succeed



- Acclaimed Remote Engagement Model
- Work/Life Balance
- Lower Attrition/Absenteeism
- Higher eNPS and NPS

at home!





As an agile and innovative agency, TSC is a company of Sitel Group offering start-to-finish customer experience digital solutions for all of your digital customer experience management needs including brand community development, social media research and insights, strategic social media business plans and omnichannel user experience design and development.

From acquisition to customer loyalty development, TSC helps clients in all digital interactions from the desktop to connected devices (IoT).

We design and implement customer experience digital solutions around three core capabilities:

→ **Consulting Analytics**

With a deep understanding of the customer journey and our clients' business, we design and implement digital strategies to improve customer experiences

→ **Digital CRM Operations and Services**

How we interact with brands is now conversational – we will drive and grow your brand's social engagement

→ **Creative Technology Solutions**

Generating engaging ideas to implement on any device or platform is key in today's digital landscape – technology is an integral part of our creative process



## How we have leveraged TSC's digital solutions to help shape our client's business



**Vinci: a leading construction company & top-tier global operator with 700 consolidated companies, 67,000 employees**

- TSC – a pioneer in this domain – created a multilingual chatbot accessible through Messenger via the client's Facebook page – this enabled the client to deploy an alternative approach to recruitment
- Our client was able to deploy a fun recruitment drive and compile KPIs about use while also promoting its brand values
- By targeting millennials, engineers, sales people and others passionate about innovation, the tool was especially effective – in less than one month, the bot clocked more than 1,000 unique conversations and 75% of challenges were completed!



**Ramsay: a leading European healthcare group**

- A chatbot to help you quit smoking? Yes, it's possible thanks to the awareness campaign we designed for our client using a smoke-free chatbot. This bot aimed to build a supportive community around smokers trying to quit by sharing their experiences with other web users and creating a network where they could motivate and challenge one another every day in a fun, compelling way
- The encouragement these support groups provided throughout the month effectively multiplied by five the smokers' chances of quitting – jumpstarting their course to success

### Brands We Help

