



## Solutions for the Communications Industry

Perhaps more than any other, the communications industry has undergone radical transformation over the past decade. Convergence is here and it is changing the competitive landscape of the industry. Gone are the days when companies could be defined by the single line of business they controlled. Today's phone, television, internet and wireless companies all compete for the holy grail of bundled entertainment, voice, and data services that consumers demand.

The benefit to consumers is clear: greater choice than ever before and rapidly diminishing barriers to change. There is little wonder that value-focused customers are demanding more options, higher performance, and lower prices. But communications providers face a different reality. The impact of increasing R&D and customer service costs is only compounded by the realities of lower subscription rates and waning customer loyalty. With profitability under siege, the ability to retain existing customers while also attracting new subscribers has become paramount to success.

## Custom-Tailored Solutions for the Communications Industry

CGS Contact Centers serve as an extension of your company to provide highly effective customized solutions to these and other challenges faced by communications companies. Our experienced managers and agents learn your brand and products inside out to ensure your ability to:

- Find, Convert and Activate New Customers
- Increase Brand Loyalty and Customer Satisfaction
- Reduce Customer Churn
- Lower Technical Support Costs
- Increase Average Revenue per Unit (ARPU) through "bundling" and attachments
- Manage Warranty and Recall Programs
- Manage Customer Loyalty and Rewards Programs

## Results "Beyond the KPIs™"

While key performance indicators effectively measure program performance, they do not necessarily equate to customer satisfaction. CGS goes beyond the KPIs to ensure your total satisfaction by taking the time to learn your business and provide the personal attention you need and deserve. We immerse ourselves in your brand and strive to become a strategic extension of your team. Our managers have the flexibility to address your specific needs and our dedicated agents are capable of delivering superior customer interaction. The end result is a superior business relationship with greater consistency, higher levels of service, and lower costs to you.

If you've been searching for a contact center that goes beyond status-quo KPI requirements, take a close look at CGS. You will find a highly efficient contact center operation that distinguishes itself with individually tailored customer solutions, engaged managers and highly-skilled agents, state-of-the-art facilities, and a commitment to customer service that is unmatched in the industry.

## PROVEN RESULTS

**35% Increase** In calls handled over Wireless Company's previous outsourcer

**#1 Vendor** for Contact Quality Index (CQI) for Industry-Leading Communications Company

**32.5% Reduction** In AHT with no negative impact on customer satisfaction

# Custom Solutions Designed to Fit Your Needs

With a wide range of service options, CGS has the ability to reengineer, supplement, or completely manage customer support services for virtually any size company.

## Customer Acquisition



- Telemarketing, Telesales
- Appointment Setting
- Order Capture, Placement and Fulfillment

## Customer Care & Optimization



- Customer Conversion, Activation and 3rd party Verification
- Welcome Calling and On-boarding
- Customer Account Management and Maintenance
- Upsell, Cross-sell and Upgrade
- Loyalty Program Management
- Product/Service Education and Usage Support
- Call Volume Overflow/Off-Hours Support
- Warranty and Recall Management

## Customer Retention & Recovery



- Win-back Campaigns
- Customer Reactivation
- Subscription and Contract Renewals

## CGS Contact Center Solutions: At a Glance

- Global Solutions Provider with Centers in North America and Europe
- 2,500 Customer Service Agents
- Recognized in Customer Care Services
- Tenfold Growth in Past Three Years
- Multi-Channel – phone, fax, email, web, live chat, and SMS
- Multi-Lingual – support provided in 18 languages
- Multi-Shore – offshore, nearshore and combined operations



## Corporate Help Desk

- Corporate IT Support
- Commercial and Proprietary System Support
- Remote Diagnostics/Online Support
- Multi-Level Support Capabilities for Every Need
- Service Level Management

## Technical Support



- Consumer (End-User) Support for Technical Products and Services
- Agent-aided Self Service Support for Technical Support
- On-Site Support Dispatch

## Business Process Outsourcing



- Collections and Accounts Receivables Management
- Back-Office Data Entry
- Order Processing
- Customer Analytics
- Content/Language Translation
- Compliance Monitoring
- Content Monitoring/Auditing
- Sourcing & Procurement (Staffing)