



Solutions for the Technology Industry

With the power to drive innovation and productivity, the fast-paced world of software and technology can be both exciting and rewarding. Perhaps it is this promise that makes the technology business one of the most competitive in the world. Even in the best of times, tech companies must maintain a sharp focus on customer needs and provide high levels of customer service to succeed.

In challenging market environments, even the largest and hottest technology companies are challenged to sustain their success. As consumers and corporate buyers carefully mind their budgets, an abundance of available product options leads to price wars in many product categories. As technology marketers struggle with lower revenues and margins, traditionally high-cost customer service and product support activities become even more important in gaining new, and maintaining existing customers.

PROVEN RESULTS

82% of Pipeline Generation is tele-driven at a Global Software Leader

135% Annual Growth in partner program for Global Software Leader

60% Improvement in agent productivity for Global PC Product Leader

Custom-Tailored Solutions for the Technology Industry

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

- Provide Higher Levels of Customer Service
- Enhance Customer Loyalty and Preference
- Increase Margins Through Up-Sell, Cross-Sell, and Upgrades
- Expand Self-Service or Assisted Self-Service Options
- Reduce Expensive Onsite Service Calls

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.

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)