



Customer Management

→ Full Spectrum Interaction Management



TeleTech@Home

In the business world today, outsourcing non-core processes to improve operational efficiency is no longer an uncertain option; it has become an imperative strategic decision for many organisations. And, as the importance of customer retention becomes the primary objective for organisations feeling the effects of industry consolidation, product commoditisation, and globalisation, companies are looking to customer management experts to shift this important asset from a cost of doing business into a strategic asset.

To truly succeed in this new age of commerce, where the customer is in more control than ever, your customer management partner must understand that successful relationships between customers and providers are not transactional; they are managed across a segmented lifecycle, to deliver a maximised experience.

TeleTech clients choose us because we know this lifecycle intimately. We recognise that today's buyer can demand more from providers than ever before, therefore we know that the levels of service and product knowledge must be deeper than ever before. To this end, our clients know that they can count on us to build a knowledge base of intelligent, motivated individuals who can provide accurate information when it is needed; regardless of time, place, language, or culture.

In an age where in-depth information is literally at our fingertips, the challenge to provide precise, accurate information to discerning customers when they demand it becomes critical. TeleTech delivers a solution to meet this demand by augmenting our traditional, premises-based customer management resources with our TeleTech@Home programme. This highly skilled workforce is aligned with your company's strategic goals, and empowered to provide the best customer experience possible.

What is TeleTech@Home?

TeleTech@Home is a sophisticated, outsourced solution providing access to highly specialised talent for your most important or complex call work. Using specialists carefully chosen through a multiphased, rigorous selection and training process, TeleTech is able to provide a pool of specialists who can:

- » deliver the highest quality service
- » provide significant flexibility and scalability
- » match with your customer base
- » access the most secure technology and processes in the home-based space

TeleTech's approach to the "work at home" solution is focused on employees who come from a demographic that is mature, highly experienced, and uniquely responsive to customer needs. As such, this demographic allows our clients to

benefit from low associate attrition, high call resolution and conversion ratios, and skill levels which enable the associate to handle diverse or more complex call types expeditiously. TeleTech@Home provides secure "work anywhere" flexibility, allowing specialists to connect with the TeleTech GigaPOP® through a secure architecture which enables TeleTech to "push" all content to the associate's desktop in a manner which provides maximum monitoring and control over the use of the system.

By using part-time employees unburdened by geography or the limitations of commuting, the TeleTech@Home programme takes advantage of greater scheduling flexibility to more closely match staffing with call arrival patterns. And, this solution is highly adept at increasing or decreasing staffing on an intraday basis, or for seasonal call demands.

TeleTech@Home employees work collaboratively under the leadership of a dedicated support team which ensures that while the associate may be working in their individual quiet and secure at-home environments, they are never alone. Continuous performance monitoring by trained team leaders and the TeleTech@Home command centre takes place virtually through a variety of monitoring and communication tools, and includes the capability for the Team Leader to join a call or assume control over the unit of work when needed. Total call



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recording is used to drive high quality and ongoing employee development.

TeleTech@Home can infuse your current knowledge base with increased intelligence without infusing the bottom line with increased payroll costs, allowing your company to provide dynamic high-touch customer experience cost-effectively.

TeleTech@Home provides clients with:

- » Flexibility - Diverse talent pool available without the constraints of time, place, language, or culture
- » Scalability - Ability to quickly manage staff to accommodate peak periods or events; able to easily support fluctuating call volumes
- » Quality - Access to experienced specialists with more specialised skill sets results in better call resolution and higher conversion rates
- » Long-term Value - Increase in overall value from transactions through decreased attrition and increased conversion rates, and better cross-sell up-sell performance
- » Lower recall rates and higher first call resolutions due to initial contact with deep breadth of knowledge

Why TeleTech?

TeleTech's 25 years of partnering with some of the world's most successful customer-centric organisations has provided the perfect laboratory environment to dissect, test, and learn about the true elements that make up quality customer interactions. The result has been a tremendous body of knowledge that has formed the theory and methodology that allow our clients to transform customer care into a true strategic asset. By deconstructing the point-of-sale, front-office and back-office interactions that define a customer's lifecycle, we can isolate the key elements of successful service while extracting valuable customer insight. This methodology provides the data that companies use to make informed decisions about how they can best manage customers to maximise retention, growth and loyalty. It is this key differentiation that has allowed us to provide our client partners with the most innovative, controllable, and predictable business process solutions available today. At the end of the day, our clients benefit from the trials, tribulations, and successes we've experienced in building our world-class solutions. This approach helps companies to shift what was once a cost centre, into a strategic advantage.

About TeleTech®

TeleTech is one of the largest and most geographically diverse global providers of business process outsourcing solutions. We have a 25-year history of designing, implementing, and managing critical business processes for Global 1000 companies to help them improve their customers' experiences, expand their strategic capabilities, and increase their operating efficiencies. By delivering a high-quality customer experience through the effective integration of customer-facing front-office processes with internal back-office processes, we enable our clients to better serve, grow, and retain their customer base. We have developed deep domain expertise and support approximately hundreds of business process outsourcing programs serving global clients in the automotive, communications, financial services, government, healthcare, retail, technology, and travel and hospitality industries. For additional information, contact us at **303.397.8100** or visit www.telettech.com.