

SITEL CLOUD MONITORING

Sitel's solution creates a new group of promoters through Social Media

Sitel Cloud Monitoring integrates social media web engagement with other contact center channels, significantly improving customer satisfaction.

INDUSTRY

Consumer Technology

FEATURED COMPANY

The world's largest home healthcare company is also a global leader across its lighting and lifestyle portfolio. It is ranked number one in lamps in Europe, Latin America and Asia Pacific and number two in North America. The company also leads the automotive lighting in Europe, Latin America, Japan and Asia Pacific.

LOCATION

Services provided in EMEA and Latin America.

Sitel is a world leader in outsourced customer care services. Sitel provide clients with predictable and measurable return on customer investment by building customer loyalty, increasing sales and improving efficiency.

For more information, please visit www.sitel.com.

CHALLENGE

The consumer technology industry has experienced vast growth in regard to multichannel development, and Social Media is now a preferred channel for companies to learn more about customers' product expectations. Companies are eager to explore the platform where consumers compare products, research information and make purchase decisions.

Because Social Media users have become brand promoters and advisors, industry leaders are focusing their marketing and CRM efforts to establish a compelling and consistent social media strategy to monitor, proactively engage and maintain sky-scraping satisfaction levels. They want to offer the best possible customer care and technical support to their customers.

Sitel's multichannel strategy of services for this client were already recognized by the industry for two consecutive years as the best in the country. Now the challenge was to integrate Social Media into the award-winning structure and to maintain the high level of quality and results.

SITEL'S SOLUTION

Sitel introduced the client to the concept of a holistic approach to social web engagement. Together, they then determined the resources profile, processes, escalation assumptions and tools that would be deployed in the pilot.

The following objectives were defined to measure Sitel's performance:

- Introduce Social Media without impacting customer care service levels.
- Maintain the contact center's level of promoters about the client's services and products.
- Provide the company with tangible actions and potential opportunities to monitor the chosen social media channels.
- Improve the client's experience on the company's website.

Sitel organized a team of 5 SMEs by product around key focus areas. Each SME had previous experience working for the industry as well as experience providing service to this particular client.

According to the client's objectives, the new team is to support the entire EMEA region, focusing specifically on 3 key countries of Southern Europe: Italy, France and Spain. Sitel's team is responsible for:

- Forum moderation in English (for Europe)
- Social Web monitoring for Italy, Spain and France
- Web improvement analysis for Italy, Spain and France
- Proactive forum monitoring and customer service.

RESULTS

The prioritization and analysis of interactions on Facebook, Twitter, blogs, forums, etc., allow the company to identify opportunities to improve processes and products, to better understand client's expectations, and, consequently, to increase the level of satisfaction and the company's online reputation.

After less than six months of operations, the following results were achieved:

- Trained agents currently monitor more than 14 technical online forums of experts in 4 different languages.
- Average solution time on the new channel is currently less than 3 days.
- NPS and client satisfaction responses are highly positive in the channel. No negative impacts during the service implementation.
- In December 2011, the contact center was recognized for the 4th consecutive time as the best multichannel operations in Spain - and now, with Social Media 100% integrated.
- Call deflection and short-term cost reduction: a significant decrease in the number of customers contacting the company by other channels.