

SYKES Non-Voice Service Channels





When it comes to customer service, today's consumer wants options and expects quality support from whichever customer service channel they choose. SYKES' multilingual non-voice solutions help brands meet customer expectations on whatever channel they prefer.

> Chat Support





Chat is not merely a voice interaction in writing — it's the channel of choice for a rapidly growing segment of the customer population across every industry.

CHAT SUPPORT =  CUSTOMER SATISFACTION*

WHY CUSTOMERS LOVE CHAT:

-  Convenience and immediacy
-  Opportunity to multitask
-  Clear, easy and efficient communication
-  Don't like talking on the phone

WHY BRANDS NEED CHAT:

-  Saves time
-  Saves money
-  Boosts sales
-  Improves customer relationships

A successful chat strategy accounts for everything from the customer's first experience of a brand's website to their interaction with an agent. Beyond employing the appropriate technology for effective delivery, chat relies on strategic talent recruitment and management, as well as the application and interpretation of advanced data analytics to continually improve the customer experience.

SYKES provides the necessary insight and tools to build, manage and optimize chat support while leading the industry in innovation through our strategic partnerships and endorsed brands. Through proven chat support strategy and our portfolio of digitally focused business process offerings, we create an intelligent customer experience that helps brands build meaningful connections with their customers.

> Online Self-Service Content

Our self-service software paired with SEO content optimization ensures the best possible customer support experience before customers pick up the phone. Developing and organizing content that resolves issues will eliminate calls, improve the overall customer experience and strengthen loyalty.

Customers will self-serve when they can find content relevant to their specific challenge. Step-by-step visual tutorials and interactive troubleshooting help give your customers the assistance they seek without having to pick up the phone.

SYKES develops custom self-service strategies that ensure content is:



Findable: 75% of users don't look beyond the first page of search results.**
Strategic SEO ensures content accessibility.



Usable: Content must be well-organized, easy-to-use and available in appropriate language options.



Relevant: Content must address customers' most common issues and be updated to align with latest product versions.

To achieve the following:



Decrease AHT as much as **50%**



Decrease repeat support calls as much as **50%**



85% FCR



Increase CSAT by up to **40%**

> Social Media Support

Social media isn't just a way to connect with family members and friends anymore. It's a way for brands and their customers to communicate, making it a customer service channel. Whether positive or negative, customer-brand interactions on social media become content that can influence general perceptions of the brand, which is why this channel must be managed.

Answering customer questions on social prompts  **of consumers to purchase****

Our innovative social media solution, available in social media command centers around the world, provides comprehensive, global customer support through social networks by targeting the following key principles:

- Expertise in digital customer contact management
- Premium support developed for specific business objectives
- Extensive team training with ongoing quality assurance
- Experience managing multiple social media tools and technologies

> Email

Often, when customers use the contact form on a brand's website, they're initiating a customer service interaction via email. This long-standing support channel, which is great for simple, low-urgency requests, can stand alone or be integrated into a wider customer service program. SYKES' email solution focuses on providing expedient, high-quality and accurate responses to brand partners' dedicated help-based email addresses within a custom platform or the brand's existing email-management system.

*Comm100 Live Chat Benchmark Report 2018.

**<https://blog.hubspot.com/insiders/inbound-marketing-stats>

***<https://sproutsocial.com/insights/data/q2-2017/>

ABOUT SYKES

Sykes Enterprises, Incorporated is a leading provider of multichannel demand generation and customer engagement services for Global 2000 companies and their end customers. SYKES' differentiated full lifecycle solutions and services — digital marketing, sales expertise, customer service, technical support and more through multichannel delivery platforms — effectively engage customers at every touchpoint of the customer journey. Our complete service offering helps clients acquire, retain and increase the lifetime value of their customer relationships through cost-effective solutions that enhance the customer service experience, promote stronger brand loyalty, and foster high levels of performance and profitability.