

A woman with curly brown hair and a nose ring is smiling and looking down at a computer monitor in a modern office setting. The office has large windows in the background showing a cityscape at dusk or night. The lighting is warm and focused on the woman.

The fix that sticks: **Great tech support infused with great CX**

**TTEC's customer-centric approach
achieves better, faster resolutions**



Overview

Few things frustrate customers more than encountering technical problems. When they have trouble with devices, software, or log-ons, they expect fast and easy resolutions.

Expert associates are key, but it's not enough for them to have technical know-how; they also need the tools and customer experience (CX) expertise to deliver empathetic support when customers are frustrated. A CX-infused approach to tech support has never been more important, since just one bad experience can turn customers off a brand.

With a seamless blend of tech support and CX brands can:



Reduce wait times



Improve customer satisfaction



Build loyalty



Grow first contact resolution rates

Surpass expectations with seamless, connected support

We focus on four pillars to help clients deliver exceptional tech support:



Experienced talent

We hire educated and experienced tech support associates by technology area (software, hardware, devices, electronics, etc.). When customers have a problem, they can reach someone who knows how to help quickly.

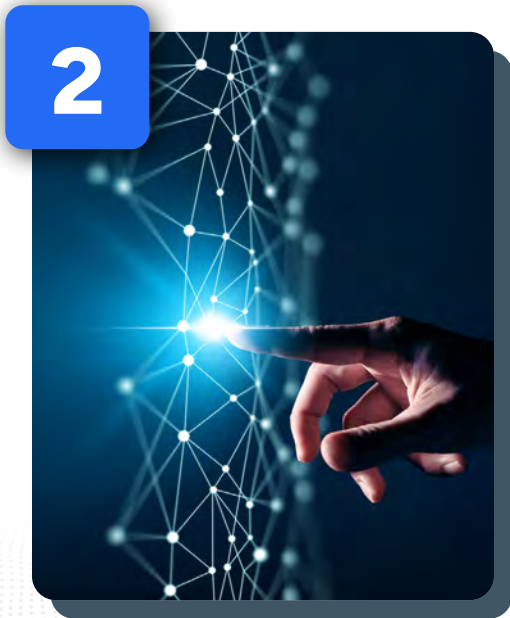
We use AI-powered simulations and training, in multiple languages, to improve speed to competency and first contact resolution rates. Associates are well prepared to hit the ground running, find the information they need when they need it, and help customers fast

Connected technology

We provide digital means to deflect or automate simple requests, such as password resets. When the most basic intents can be serviced by automation, associates are freed up to focus on more nuanced interactions.

Our integrated systems break down geographic barriers and empower associates to quickly and easily solve inquiries, regardless of where in the world they're located.

We harness the power of AI to make knowledge management as efficient and effective as possible. Ensuring associates have necessary information at their fingertips is essential to fast resolutions.



Proactive solutions

We empower front-line employees to address root causes of issues and build proactive solutions to stop issues from occurring. Our proactive approach helps improve Net Promoter Score, customer satisfaction, resolutions rates, and handle times.

We help convert tech support calls into revenue-generating opportunities with our award-winning Service to Sales solution. Using AI to analyze customer interactions and intents, we can identify which interactions have sales opportunities attached and which offers will resonate best.

We use AI-powered tools to shift tech support from reactive to proactive:

Basic complexity: AI monitors systems and flag issues before users notice.

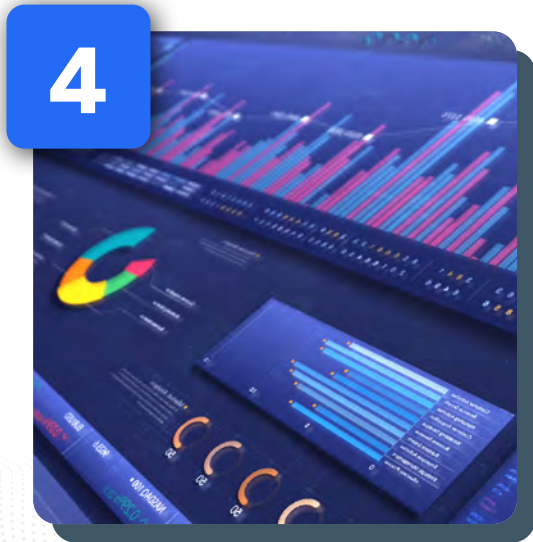
Moderate complexity: AI analyzes patterns to predict problems and suggest preemptive fixes.

High complexity: AI uses real-time data and machine learning to forecast and automatically resolve multi-layered issues.

Intelligent automation

We're leveraging AI platforms to work smarter across many areas:

- Proactive communications
- Intent recognition analytics
- Self-service
- Conversational AI
- Coaching and enablement
- Personalization
- Performance management
- Quality assurance



HIGH TECH CASE STUDY

The right blend of tech support and CX enables better, faster resolutions

The challenge

Tech support associates at one of the world’s largest manufacturers of computer peripherals, software, and video conferencing equipment were taking too long to resolve customer inquiries. The result was a frustrating experience for associates and customers alike.

TTEC had a long-standing partnership with the brand, helping it with various aspects of its business, so we were well-positioned to identify roadblocks and implement solutions.

Our solution

We provided 340 tech support associates who were based in the United States, Canada, the Philippines, Mexico, and Bulgaria. They fielded several types of tech support inquiries for the company, including:

- Software troubleshooting
- Hardware and device troubleshooting
- Help desk support
- App and web troubleshooting
- Warranty and recall assistance

Our associates were trained to not only provide great technical help, but to treat customers with empathy. This combination of tech support CX expertise helped resolve inquiries faster and increased customer satisfaction.

Results

90%

CSAT

+50

NPS

85%+

FCR

HIGH TECH CASE STUDY

Skilled tech support slashes hold times 93%

The challenge

A global manufacturer of video surveillance management systems couldn’t resolve tech support inquiries about its cloud-based software quickly. Most customer issues came in via phone and the company’s in-house support team couldn’t keep up with demand.

Wait times averaged longer than 30 minutes, which frustrated customers and associates alike and led to many calls being abandoned.

In addition, the company couldn’t pinpoint where problems and roadblocks occurred due to a lack of reporting; it needed a better customer relationship management (CRM) tool.

Our solution

TTEC provided highly skilled tech support associates to help the in-house support team handle inquiries. The company didn’t need many associates — we began by providing three and later grew to four — but our team hit the ground running and produced results quickly.

Our associates not only had the technical expertise to help customers troubleshoot and solve problems quickly, but also the CX training to deliver empathetic support to frustrated customers.

We also strategized with the client about other ways to improve its CX and guided the company as it chose and implemented a more robust CRM that could collect more and better data about customer interactions.

Results

93%

decrease in average hold time

92%

QA, exceeding goal

17%

decline in abandon rate

Outsourced customer support helps gaming company take control of volume surge

The challenge

The in-house support team at a company that makes video games and related accessories struggled to keep up with a sudden influx of customer interactions.

The company sold gaming systems that included hand-held controllers, and many customers complained that when they played certain games the controller would slip out of their hands, sometimes causing damage to the controller and household items.

To solve the problem, the company decided to send all customers wrist straps for their controllers, but their in-house team needed help managing that process.

Our solution

TTEC associates handled customer inquiries related to the controllers and helped get wrist straps out to customers quickly. We originally provided 20 full-time-equivalent (FTE) associates, but that number grew quickly as volume surged.

The associates, based in the United States, provided voice support to the client. We were able to easily ramp up or down the number of associates working for the client, based on the business' needs.

Results

100%
calibration

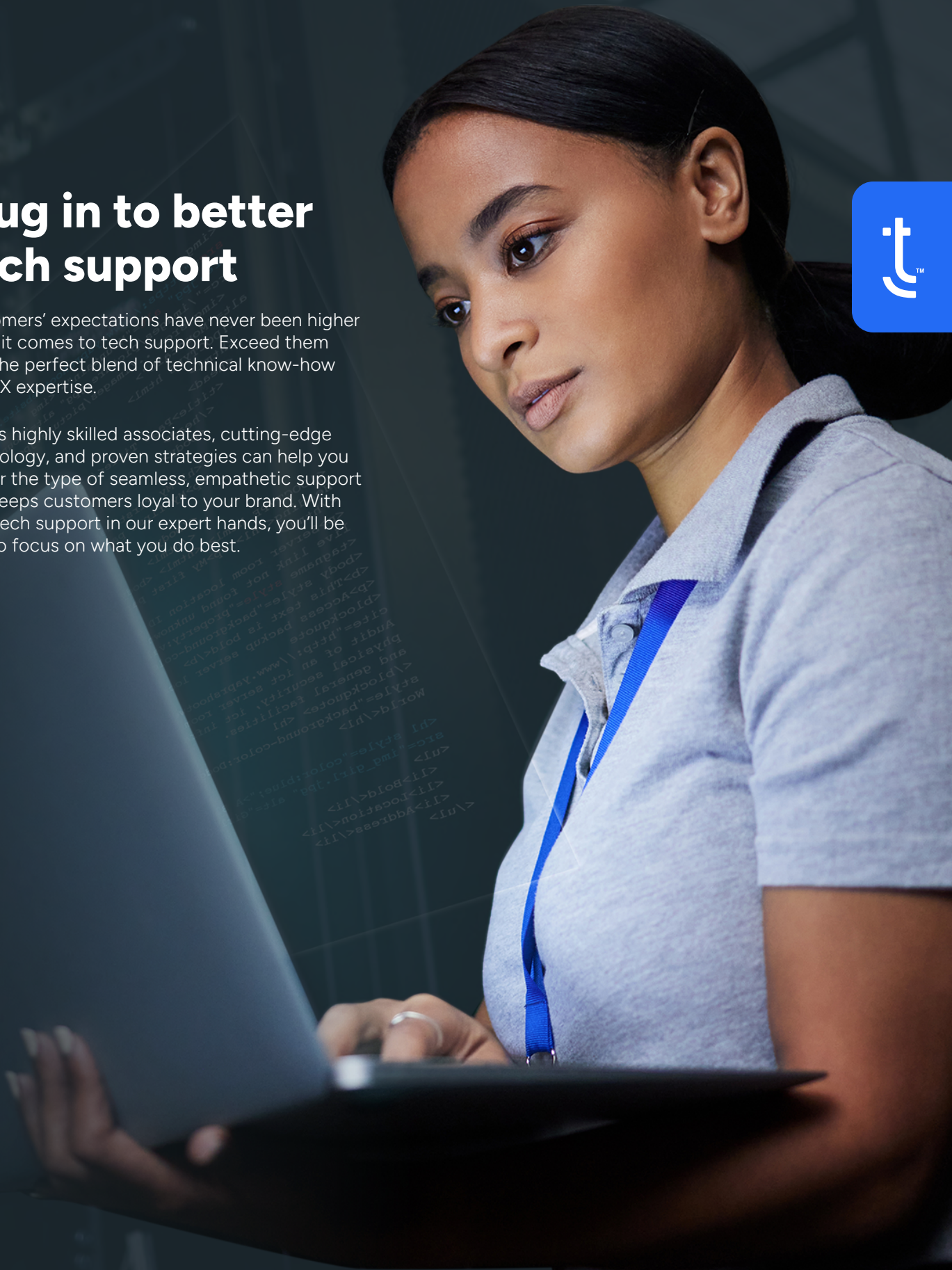
6%
improvement over
the quality goal

**Increased
CSAT**

Plug in to better tech support

Customers' expectations have never been higher when it comes to tech support. Exceed them with the perfect blend of technical know-how and CX expertise.

TTEC's highly skilled associates, cutting-edge technology, and proven strategies can help you deliver the type of seamless, empathetic support that keeps customers loyal to your brand. With your tech support in our expert hands, you'll be free to focus on what you do best.



About TTEC

TTEC Holdings, Inc. (NASDAQ:TTEC) is a leading global CX (customer experience) technology and services innovator for AI-enabled CX with solutions from TTEC Engage and TTEC Digital. The Company delivers leading CX technology and operational CX orchestration at scale through its proprietary cloud-based CXaaS (Customer Experience as a Service) platform. Serving iconic and disruptive brands, TTEC's outcome-based solutions span the entire enterprise, touch every virtual interaction channel, and improve each step of the customer journey. Leveraging next gen digital and cognitive technology, the Company's Digital business designs, builds, and operates omnichannel contact center technology, conversational messaging, CRM, automation (AI / ML and RPA), and analytics solutions. The Company's Engage business delivers digital customer engagement, customer acquisition and growth, content moderation, fraud prevention, and data annotation solutions. Founded in 1982, the Company's singular obsession with CX excellence has earned it leading client NPS scores across the globe. The Company's employees operate on six continents and bring technology and humanity together to deliver happy customers and differentiated business results.