

CHEAT SHEET

Be a Hero With a Customer Experience "Supersite"

Customers interact with many parts of a business in their relationship with a brand over time—sales, customer service, credit management, technical support, and billing—just to name a few. Customers see all of these areas as one unit.

But too many companies operate functional silos that offer wildly different customer experiences. This creates confusing, contradictory interactions for customers and limited customer understanding and insight on the part of brands.

Taking a new approach, a "supersite" customer operations model consolidates all customer-facing operations under one roof, creating consistent employee and customer experiences that lead to streamlined operations, natural collaboration and better customer experiences.

5 reasons to use a supersite CX model



Come together for a shared experience

A supersite puts all customer operations for a brand in one physical location that's dedicated to one brand. It is designed specifically for the needs of individual clients with multiple lines of business. Supersites encourage openness, transparency and community with open floor plans, limited executive offices and a lab to pilot innovations and new ideas.



Live the brand promise efficiently and effectively

Everything in a supersite is distinctly client-branded. Logos and signage represent the brand, and the space can be modelled to match a brand's particular needs.

Operationally, communication is streamlined, there is little redundancy and changes to systems or projects only have to be implemented once versus multiple times across many redundant sites. Operation is more consistent due to a centralized operating model. Multiple lines of business can be handled by the same workforce and managed by the same leadership team.

Key Insights

Empower universal agents

Associates can be cross trained to handle multiple lines of business, which results in more accurate information and higher FCR and NPS.

The little things matter

A supersite is a place workers should be proud of, which is why leaders make sure the space is clean, neat and tidy in addition to keeping operations running smoothly.

No mixed messages

Company announcements can be made to everyone at the same time via intercom, flyers, tv screens, and kiosks so messages are clearly communicated to all.



3 Unify culture around CX excellence

Everyone in the same place is working towards the same goal—creating great customer experiences for a particular brand. Seeing multiple lines of business in one place gives employees a holistic sense of the brand and how it serves customers, rather than narrowly paying attention to only their own siloed tasks. Resources like recruiting and training are shared and everyone participates in the same team-building events and activities, which helps build a single community around shared goals of serving the totality of a brand's entire customer base.



4 Collaborate in a shared environment

Forget traditional contact center layouts, floorplans and hierarchies. From open spaces and shared common areas to leaders walking the floor and cross-trained associates, workers are empowered and encouraged to share customer best practices and lessons learned across lines of business. When an issue arises in one department, word gets quickly to other areas to fix or prevent more issues.

Collaboration extends to TTEC and its clients, as well. We work as a partner with the brands we serve, not just as a vendor. We offer proactive solutions and act as a trusted advisor to suggest and quickly implement changes and improvements when they arise.



5 Achieve super results

Clients that have deployed a supersite model have seen increased employee engagement, lower attrition, and uplift in key customer metrics including Net Promoter Score, First Contact Resolution, transfers, and Average Handle Time.

Want to learn more?

Visit ttec.com/customer-care to learn more about how TTEC can help your brand design, build and optimize your customer and contact center solutions.

About us

TTEC Holdings, Inc. (NASDAQ: TTEC) is a leading global customer experience technology and services company focused on the design, implementation and delivery of transformative solutions for many of the world's most iconic and disruptive brands. The Company delivers outcome-based customer engagement solutions through TTEC Digital, its digital consultancy that designs and builds human centric, tech-enabled, insight-driven customer experience solutions for clients and TTEC Engage, its delivery center of excellence, that operates customer acquisition, care, growth and digital trust and safety services. Founded in 1982, the Company's 48,000 employees operate on six continents across the globe and live by a set of customer-focused values that guide relationships with clients, their customers, and each other. To learn more about how TTEC is bringing humanity to the customer experience, visit ttec.com.