

# Streaming Entertainment Services

## Issues in the market

Streaming entertainment is a booming industry used by about 60 percent of U.S. consumers monthly, according to Deloitte. It predicts that number will grow to around 209 million users by 2021 as more people “cut the cord” and prefer to watch movies and shows on many devices. Streaming customers are well-informed and self-reliant. They want the latest tech. They prefer self-service. But when they do need humans, they want to make an emotional connection and they want a simple, fast resolution to their customer service needs. The best associates are passionate about the brand they support and build a shared emotional connection with their customers.

## How we make the connection

### Hire differently

Our associates share the same passion as viewers, creating unique moments where a simple support call is strengthened by common interests. We hire and train for mindset, skillset, and enthusiasm that engages consumers.

### Bring together humanity and tech intelligently

Our unique approach connects the right associates with the right customers to address their need and resolve issues quickly and effectively.

### Make it safe and secure

We serve as a faithful moderator for comments and interactions across the services to assure authenticity and relevance to the brands, core values, and ethics.

### Emphasize expert care

Our expert associates facilitate multiple categories of care including voice, chat, in-app support, and technical support.

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### Manage volume spikes

We quickly deploy resources to address unexpected or high volume interaction surges.

### Uncover revenue opportunities

Skilled associates offer customized plan and feature options to increase share-of-wallet and customer retention.

## What we've done

The world's global streaming service sought a partner to deliver excellence, simplicity, and the right customer resolutions across its customer-facing channels. We provided local language voice and chat support, and earned a position as the number one customer service provider within this client's supplier network. By connecting with customers in a meaningful way, we reduced dissatisfied calls while simultaneously tripling our associates' Net Promoter Score in the field.