

A CUSTOMER SUPPORT CASE STUDY OPEN ACCESS BPO AND ASCENTIVE: BUILDING A PARTNERSHIP THAT DEFIES BORDERS

CONTINUOUS GROWTH SPURS WORKFORCE NEEDS

Established in 1998, Ascentive LLC has definitely grown from a mere tech startup to a definite player in the security and computer optimization software industry. A brainchild of brothers Adam and Andrew Schran, the company started with a single product designed to enhance Internet browsing.

Over the years, the company's offerings expanded, now featuring a full portfolio of products that include desktop and mobile optimization tools and Internet security utilities. Ascent's lineup of software solutions has received recognition from various notable media organizations such as TechTV, NBC, Forbes, Newsweek, and The Wall Street Journal.

Along with these accolades, Ascent also experienced significant growth, currently serving 1 million customers from over 200 countries. Naturally, this prompted the need to increase their technical support staff to accommodate the burgeoning product line.



"THIS WAS THE FIRST TIME CONTACTING YOU AND I WAS VERY PLEASED WITH THE SERVICE. I SHALL NOT HESITATE TO CONTACT YOU IN THE FUTURE OR RECOMMEND TO ANYONE WHO NEEDS HELP FOR THEM TO CONTACT YOU."

- Ascentive customer feedback

SELECTING THE RIGHT PARTNER FOR YOUR BUSINESS

Given its rapidly growing workforce and relatively cheap labor, India has always been the outsourcing country of choice. Indeed, for many years, global companies have flocked to this south Asian country to employ the services of many Indian BPO companies for their customer care and technical support. However, their British English orientation and thick native accent have prompted companies who prioritize customers' after-sales experience to look elsewhere for their outsourcing needs.

Fortunately, Open Access BPO is here to help.

Open Access BPO is one of the Philippines' fastest growing BPO and KPO (Knowledge Process Outsourcing) companies, with a workforce that grew from approximately 300 employees since its inception in 2006.

Headquartered in San Carlos, California, the company established its operations facilities in the heart of the Philippines' financial business district, Ayala, Makati City. Open Access recognizes the country's skilled workforce—a population of diligent workers, college educated and experienced in various specialized fields. In addition to this, the Philippines is also the third largest English-speaking nation in the world and its workers are equipped with the ability to adopt neutral accents, assuring that they're more understandable and even desirable to American customers—your customers.

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WORKING CLOSER DESPITE THE DISTANCE

Open Access BPO's technical representatives for Ascentive aren't simply trained to follow the software company's manual. Instead, the BPO company fields people who not only have the technical background and sufficient work experience required for the job, but also possess the right educational background and the passion for it.

Open Access looks for applicants with at least two years of call center experience, a year of which must be spent serving technical support campaigns. Moreover, the company favors Computer Science and Industrial Technology degree holders, licensed amateur radio operators and computer technicians, former employees of IT and telecommunication companies like Linksys, Verizon, and AT&T to serve Ascentive customers.

To ensure high quality results, the training process features a collaborative system with Ascentive's own training staff overseeing the initial training and the launch of every campaign.

Open Access BPO's representatives for Ascentive are equipped to handle more than just technical support calls—they're also trained to interact effectively with the customers either through online chat or by email. They help customers troubleshoot their systems as well as sell Ascentive's software.

CONTINUING PARTNERSHIPS BEYOND BORDERS

As proof of Ascentive's satisfaction with the quality of service Open Access BPO has been able to consistently provide for them, the BPO company's Ascentive technical support unit has grown from an initial three-member group to one a 30-man team. These two companies recognize that communication is integral in the success of every campaign. Constant communication via phone, chat and telepresence strengthened campaigns, with any potential issues easily anticipated and promptly resolved.

By fielding people with both the experience and the knowledge in handling technical issues and training them progressively in new skills, Open Access takes care of Ascentive's technical support needs seamlessly which, in turn, enables Ascentive to concentrate on its core business.

RESULTS

- Training + System Technical infrastructure: up and running in less than 4 weeks.
 - Daily target met every single month of operations for Phone, Email, and Chat Support
 - Immediate Response: On the spot resolution and 0% abandon rate for Phone Support
- Resolution delivered within 24 hours with a service level average of 91.69% for Email Support. Average of 1-2 minutes waiting time for Chat Support.
- Maintained a 95-100% overall quality of support