

CUTTING COSTS WHILE IMPROVING CUSTOMER VALUE

Customer Service
Technical Support

OPEN ACCESS BPO AND THE SOFTWARE CLIENT DEFYING BORDERS AND BUILDING PARTNERSHIPS TO STAY COMPETITIVE IN A FINANCIALLY CHALLENGED ECONOMY

In any undertaking, the idea of someone getting more of a certain thing at a reduced price is more than ideal. Apply the idea to a business setting and not only does it become more than ideal, it becomes a necessity, particularly in light of today's global financial crisis.

Because of the economic downturn, cost-cutting measures have never been more attractive to corporations than they are today. Every corporate entity tries to streamline their operations by focusing on core business while looking to outsource certain aspects of their business to gain an advantage.

Many software companies and businesses in need of IT help desk are now realizing that this task can be executed offshore at half the cost without compromising the quality of their existing support reputation. If IT giants like Microsoft, HP, and Dell thought it was wise to outsource a sizable portion of their technical support business to Philippine business process outsourcing (BPO) companies, it's not at all surprising if smaller-sized IT companies would follow suit.

One such company is our Software Client.

Software Client was established in 1998 with a product designed to speed up a user's Internet browsing experience. Their complete line of products now include 12c other tools geared towards speeding up a customer's computer experience and Internet service, safeguard their system, from malicious attacks, and track all activities. In just a decade, the Software Client eventually needed to increase their technical support staff to accommodate a burgeoning product line.



OPEN ACCESS
BPO

"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."

-Software Client customer feedback

SELECTING THE RIGHT PARTNER FOR YOUR BUSINESS

Because of a large population and relatively cheap labor, India has always been the outsourcing country of choice. However, because of their British English orientation, coupled with a heavy accent, companies who prioritize customers' after-sales experience look elsewhere to outsource their technical support 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 to approximately 300 employees after two years of operations. Because the Philippines is the third largest English-speaking country in the world and has a close cultural affinity to the US, Open Access BPO can immediately offer its clients a labor pool that's not only proficient in American English and knowledgeable in American culture, but people with an ability to adopt a neutral accent that makes them easier to understand and, in a lot of cases, even desirable, to American customers.

RESULTS

- Training + System Technical infrastructure:
Up and running in less than 4 weeks
- Daily target met every single month of operation 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 minute waiting time for Chat Support.
- Maintained a 95%-100% overall quality support

With a deep and vastly experienced talent pool, coupled with the the best practices adopted by Open Access BPO executives through the depth and breadth of working at companies like Google, CitiCorp, and Time-Warner.

The Software Client signed an exclusive partnership with Open Access BPO. And even though the BPO company has been tasked to handle technical support, the Software Client has always been a hands-on client with it comes to choosing the people to represent them.

The technical support representatives that Open Access BPO presents to the Software Client have all successfully gone through a battery of interviews and tests to satisfy their need to have technically proficient people working for them.

“Open Access BPO is available anywhere in the world. Tailor-made to solve your business challenges, delivered when you want them, how you want them.”

WORKING CLOSER DESPITE THE DISTANCE

Open Access BPO's technical support representatives for the Software Client are not merely trained to follow a manual or guide book. Open Access BPO fields people who not only have the technical background and work experience required for the job, but who also have the right educational background and the passion for it. As opposed to fresh graduates and first-time BPO employees, degree holders in Computer Science and Industrial Technology, licensed amateur radio operators and computer technicians, former employees of IT and telecommunication companies like Linksys, Verizon, and AT&T are the people Open Access BPO allocates to the Software client's campaign.

Open Access BPO's representatives for the Software Campaign 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 system as well as sell the Software Client's

CONTINUING PARTNERSHIPS BEYOND BORDERS

As proof of the Software Client's satisfaction with the quality of service that Open Access BPO has been able to consistently provide for them, the campaign's technical support unit grew from an initial three-member team to one that's 15-strong. By fielding people with both the experience and the knowledge in handling technical-related issues and training them in new skills, Open Access BPO takes care of the Software Client's technical support needs seamlessly, enabling the Software Client to concentrate on their core business.



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MANILA • DAVAO • LAS VEGAS • TAIPEI • XIAMEN