Global leader and pioneer of digital portable audio sought a partner who could deliver a legacy exit plan for sun-setting product lines.

The Client: As the global leader and pioneer of digital portable audio, the client had the largest North America install base of video cards and MP3 players, along with the second largest install base of modems.

The Situation: With radical shifts of major leaders in Video Cards, Modems, and most significantly the MP3 player market, the client needed an exit plan for major install bases that quickly became legacy product, requiring end-of-life support services.

The client had selected an off-shore provider to cut costs and handle the bulk of the volume, but quality, repeat calls, and escalations were negating any perceived cost savings.

The Alternatives: Most products had warranties of 1-3 years and although now the products were in legacy status, support and parts had to remain in the market for at least seven years.

To save cost and any brand recognition remaining, a different solution than India had to be obtained, ideally one where quality could be quickly restored, along with a quick reduction of cost across the support requirements of the customer response center and reverse logistics services.

The Solution: S2G presented its legacy and end-of-life expertise showing the ability to bring contact center support back to the U.S. to improve quality, and presenting how it would cost less through improved metrics. S2G also presented its ability to handle all logistics and repair needs via its logistics fulfillment and repair facility. This would include processing RMA's, fulfilling inventory and parts, provide testing/repair services, scrap, etc...

S2G's contact center agents utilized S2G developed sales methodologies that presented a soft sell to legacy product owners, allowing for sale of upgrade, repair, replacement, and accessories.

The client was credited cost of the contact with S2G retaining profit from the product sale. With S2G's experience of managing inventories, parts, and repair processes, the revenue share component paid for a large portion of the client's support costs.

The Result: After a short pilot, the client realized S2G's approach to their legacy lines could save their brand specific to remaining product lines, and could save them millions of dollars in support costs. Thus, the entire program of 200+ agents was transferred over to S2G.

- S2G rapidly enabled 200+ contact center agents and managed the declining EOL needs to the point of only requiring a handful of agents who remain on the program today.
- Call handle time dropped over 30% and contacts per resolution dropped more than in half to 1.2
- Hundreds of thousands of dollars of written down inventory was recovered with a credit to the client.
- Significant program savings were realized through the revenue sharing component