

# Global leader of consumer electronics for the consumer lifestyle sought a strategic partner for comprehensive end-of-life product support



**Quote:** *"Truly S2G has a unique suite of services in the market. What makes doing business with them a real pleasure is their attitude and work ethic. They collaborate, share information, develop creative solutions and implement like no other outsourcer I have dealt with. Finding them was a breath of fresh air for us," (client's Sr. Director)*

**The Client:** As a global leader of consumer electronics products for the consumer lifestyle, a division was a market leader and manufacturer of TiVo branded DVR products in North America. During the first year, the products sold over 600k units and the division was quickly immersed into the still developing home entertainment DVR realm.

**The Situation:** By 2002, the install base was significant, and with that install base came a larger than anticipated volume of support and repairs. The client needed to quickly simplify the contact center support and logistics repair. Repairs were taking over a week, creating significant escalations, cost, and dissatisfaction. Finally, with the rapid changes in technology, the client opted to sunset the products, creating an end-of-life support requirement.

**The Alternatives:** The client needed a way to improve quality of support on the call handling experience and greatly simplify the repair process. Repair timelines and processes were complex and long, thus inflating the number of contacts into the customer response center.

The client considered keeping support in-house, but with the decision to end-of-life the product line, management did not want to spend revenues from new product lines in the support of legacy products.

When considering outsourcing, the client desired a partner who had contact center and reverse logistics capabilities, with proven end-of-life experience, in order to meet the rigorous demands of the complex product line and repair cycle. The company had a very known brand name in consumer electronics and could not risk a multi-vendor strategy that tied up multiple resources, or allowed for multiple failure points that could hurt their brand.

**The Solution:** Using S2G's North America contact center and logistics capabilities, S2G redesigned a repair flow aimed at completing DVR repairs within 24 hours of unit receipt. The S2G Customer Response Center developed knowledge, incident management tools, an RMA web page, a web store, etc...to diagnose, assess, track and support each consumer's DVR support needs as required.

High skilled contact center agents were staffed and trained to provide a high first call resolution rate and decrease the number of calls per incident, in addition to soft selling. The client was given transparent real time reporting into support services metrics as S2G became their Authorized Repair Center, as well as the contact center partner.

The relationship resulted in S2G taking over the entire legacy product support requirements of the product lines, involving warranty and out-of-warranty support, repair, accessory & parts sales, with revenue share to the client.

**The Result:** Starting in 2002 and still continuing on a very low volume level today, S2G's client has saved literally millions of dollars in support of this legacy line, in addition to protecting their overall brand name.

- Within less than 2 years from inception, the cost of the support program was completely eliminated.
- 97% of the repairs are still handled within 24 hours of unit receipt.
- Quality scores have always been at or above CSAT requirements of our client, ensuring protection of brand.