



## ABOUT THE CLIENT

A Fortune 500 software company that produces software for security, storage, and backup, and provides professional services to support its software.

## CLIENT CHALLENGE

Our client was dealing with a high volume of users requesting refunds after purchasing new software or auto renewal of software. Additionally, they were seeing declining customer satisfaction scores from end-users who engaged support via a call and agents with local language capabilities were not always available.

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Sutherland identified various issues and opportunities to reduce the overall amount being refunded and generate higher revenues for the client.

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## THE SUTHERLAND TRANSFORMATION

Through collaboration with our client and a close observation of a series of refund requests, Sutherland identified various issues and opportunities to reduce the overall amount being refunded and generate higher revenues for the client. We trained and empowered the support team to help customers feel valued by offering discounts, explaining product functionality, and providing innovative solutions through cross-sell and up-sell opportunities. We also developed and implemented a Machine Translated Chat option that allows customers to engage with agents in their local language at all times.

## PARTNERSHIP RESULTS

**↑ 12.5%**  
**NPS Increase**  
among supported  
end-user base

**42%**  
**retention**  
of customers with  
refund requests for  
auto renewals

**85%**  
**retention**  
of customers with  
refund requests for  
new purchases

**↓ 17.5%**  
**DSAT decrease**  
in a single year

Retention & Renewals  
Analytics & AI  
Machine Translation  
Customer Experience

For more information on how we can help you transform your processes, visit us at [www.sutherlandglobal.com](http://www.sutherlandglobal.com), email us at [sales@sutherlandglobal.com](mailto:sales@sutherlandglobal.com), or call 1-800-388-4557 ext. 6123.

As a process transformation company, Sutherland rethinks and rebuilds processes for the digital age by combining the speed and insight of design thinking with the scale and accuracy of data analytics. We have been helping customers across industries from financial services to healthcare, achieve greater agility through transformed and automated customer experiences for over 30 years. Headquartered in Rochester, N.Y., Sutherland employs thousands of professionals spanning 20 countries around the world.