



ABOUT THE CLIENT

Leading educational technology company that develops on premise and cloud-based software to help institutions, schools, and organizations create internet-based learning programs and communities.

CLIENT CHALLENGE

Our client approached Sutherland seeking a partner that could provide voice and web portal support for customers purchasing their products. As the company grew via acquisition – serving more than 17,000 institutions in over 100 countries – their support operation struggled to scale with the growth, leading to high attrition and low performance.

Because of these challenges, the client was experiencing a large backlog of cases, and customer satisfaction issues due to excessive resolution times.



Sutherland deployed a multi-geographic solution, including business-to-business (B2B) level 1 and 2 support for customers calling in for assistance with the client's product suite.



THE SUTHERLAND TRANSFORMATION

Sutherland deployed a multi-geographic solution, including business-to-business (B2B) level 1 and 2 support for customers calling in for assistance with the client's product suite. The comprehensive support solution included:

- Migration of open support cases which involved partnering with our client to assimilate into their ticketing system and transferring the case backlog to Sutherland in controlled phases.
- Development and deployment of new processes and procedures, after completion of an 8-week training on existing processes. The team now applies a continuous improvement approach to refine processes as necessary. A front-line was created to sift through the incoming case volume, and assign case work to various functional groups.
- Configuration and set up of consultant work flows. This involved creating small business teams each consisting of four technicians and one subject matter expert (SME), creating a knowledge management team responsible for updating internal Wiki sites to address questions on the ever-changing product line, and creating a client care team to handle high-touch clients.
- Providing technical support and guidance for educators.
- Building three tools that integrate directly with the client's Salesforce customer relationship management (CRM) system, enabling increased engineer efficiency, faster time to respond to and resolve issues, proactive vs. reactive support, reduced escalations to other support departments, and a reduced effort on the part of the customer.

PARTNERSHIP RESULTS

Our client is now able to offer customer support services to accompany the products that they sell, and product support is considered a service differentiator. Partnership with Sutherland has resulted in:

Improved 1-day
resolution rate by
150%

Improved 7-day
resolution rate by
143%

Improved CSAT
rate by
50%

Reduced case
escalation rate by
50%

Reduced cost-to-close
resolution by
25%

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 19 countries around the world.