



ABOUT THE CLIENT

A leading entertainment provider of gaming consoles.

CLIENT CHALLENGE

Our client was experiencing heavy call volumes, with password resets for their gaming platform representing more than 20% of calls. With nearly 80,000 calls per month, the client was interested in transforming their processes to allow gamers to get back to their games faster. Added to this was growing concern about their ability to maintain their position as a customer service leader in a highly competitive market. The need was to continually innovate their product portfolio and their support model to both delight their existing customers, and acquire new customers.



The design thinking engagement unveiled customer challenges with the current process that were unknown, representing an immediate opportunity for positive change.



THE SUTHERLAND TRANSFORMATION

To uncover areas for support innovation, we led the client through a design thinking process including observation of customers using the products and support environment. The initial change opportunity focused on password reset, where automation could have an immediate impact on an estimated 80,000 monthly calls. Digital assistants were developed and implemented to help customers through the process, resulting in a dramatic reduction in call volume, live agent intervention, and the time to resolution. With an actual volume of 125,000 per month, these automated processes delivered significant cost savings with increased customer satisfaction, setting the stage for additional identified innovations for continual process improvement.

PARTNERSHIP RESULTS

- Client is fully engaged in delivering on its core business.
- Processes have been significantly transformed, yielding greater control and transparency.
- Phase 2, which encompasses robotic process automation (RPA) technology, is expected to launch in the coming months.

Cases Handled in 60 Days

250,000

Digital Assistants handled
30% of password reset
requests

Cost Savings

70%

Per transaction savings

Improved Customer Experience

37,500

Virtual Agent assisted
potential on-screen
resets without leaving
gaming console (based on
customer choice)

Satisfaction & Loyalty
Tech Services
Acquisition & Enrollment
Customer Experience
Premium Tech Services
Care & Support
Design
Consulting & Research
Analytics & AI
Platforms

For more information on how we can help you transform your processes, visit us at www.sutherlandglobal.com, email us at 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 19 countries around the world.