CSS CORP

Digital Support Powers CX for The World Leader in Audio Technologies

CHALLENGE

The client was launching a new headphone product in the market. They wanted a complete support ecosystem ready to fire from the get-go and didn't want to spend additional time setting up processes and workflows. They wanted to ensure that customers could get round-the-clock support and assistance without delay and across their preferred channel. They were looking for an established vendor with proven expertise to create and manage support once the product was launched.

SOLUTION

CSS Corp onboarded a team of experts who assessed the client's need and came up with the following scope of work:

» To support the newly launched product using an end-to-end support ecosystem comprising of Chat, Email, Voice, and Self-help channels

» To provide a comprehensive training portfolio that includes agent profiling, content, product curriculum, skillset mapping

» To ensure a cohesive end-user website experience and work with client teams or deployment

» To deploy a chatbot for agent amplification and to fast track customer support requests

ABOUT THE CLIENT

The client is the global leader in audio technologies and provides products and software for Cinema, Home, and professional sound requirements. With headquarters in California, USA, they have a global presence in 30+ countries.

The team set up an integrated help ecosystem utilizing all communication channels such as Voice, Email, Phone, and Chat. The team also populated several self-help topics that empowered returning find solutions. Support tickets that were successfully closed became part of a Knowledge Base that engineers constantly updated.The team used the FreshDesk CRM to manage incoming emails.

CSS Corp trained the support engineers across the product and technology. Inputs from the client's team drove these training initiatives. CSS Corp created a singular helpline number to streamline incoming support requests that served as a common start point for raising support requests with reduced call duplication.

The client was launching a premium product for their customers, and they wanted the whole experience to stand out. To put that in action, CSS Corp worked with the client's marketing team to ensure that customers get consistent experiences from the start. To that effect, they redesigned the support web interface to match the core website in content and visuals. The team populated the right content, self-help articles, D-I-Y guides, and proper resources at every stage to guide customers faster in solving their issues.

To further expedite support, CSS Corp deployed its AI-driven chatbot (now part of CSS Edison™ CX Transformation Platform For B2B and B2C) to understand the customer's pulse and take over support requests seamlessly when there was a need. The bot ensured that all cases were deftly handled and routed to the right engineers when customers needed an extra helping hand. It also amplified and helped engineers by solving issues that didn't need their attention. It also maintained a balance so that engineers were not overburdened by cases and still had time to manage their schedules. This workflow improved engineer response, customer experience and made it consistent.

WHEN SUPPORT MATTERS

Launching new products in a volatile and crowded marketplace filled with competition is usually risky. Unless organizations fathom a rock solid support layer in place, product experiences can swing from good to bad in seconds.

This is where a tried and trusted digital support ecosystem becomes the torchbearer for success. By mapping how customers interact with the product starting from website, to actual touch, how they experience it -everything is factored into to the solution helping support drive great customer-centric experiences -every time.

Watch CSS Edison™ in action

BAGGING SOFTWARE SUPPORT

By late 2019, the client mandated CSS Corp to support their popular mobile application (Dolby On) that converts any mobile phone to a portable recording studio. They were impressed with the headphone product launch and asked us to take the mantle of supporting the application's global customers.

The team continued using the FreshDesk CRM from the headphone launch. It helped them roll out support faster with minimal changes. Support requests are received via email and closed consistently within the agreed SLAs. The team handles around 400k requests monthly. Support is provided from Costa Rica across two international languages – English and Spanish. CSS Corp's engineers played an active role in quality testing the features of Dolby On before and after launch to ensure that all issues and niggles are sorted out and that customers get the best experience across every interaction they have. Dolby On has a potential subscriber base of 3 million users.

Dolby On instantly records your songs and videos or goes live to your fans with the audio quality you won't believe came from just your phone. Dolby On lets you capture and share your inspirations anytime, anywhere.

BENEFITS

» **Consistent CSAT at 94%**

» **FCR at 100%**

» **AHT of 03:33 against SLA of < 13:00**

» **Service Levels maintained at 100% against SLA of > 90%**

For more information, **contact info@csscorp.com** | **www.csscorp.com**