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Securing futures.

## CASE STUDY

# Synergizing Success: How a Tech Giant Achieved Operational Brilliance

## INTRODUCTION

In the rapidly evolving tech landscape, TeKnowledge has distinguished itself as a leader in efficiency and operational expertise. This case study highlights how TeKnowledge, through its expertise in enterprise technical support, customer success, and operational efficiencies, has enabled lasting customer relationships and delivered unmatched customer satisfaction, producing on significant cost savings and efficiency gains.

## BACKGROUND

TeKnowledge initiated a transformative strategic alliance with a tech giant, starting with foundational level one tech support and progressively expanding its scope to include more complex technical workloads. Significantly, As TeKnowledge advance through Level 3 support, we also engaged in areas of impact to the customer like Customer Success functions, taking on an increasingly substantial share of the tech giant's customer interactions. This strategic expansion showcased TeKnowledge's commitment to driving down costs through operational efficiencies and innovative support strategies but also to enhancing the customer's portfolio by supporting their customers in diverse and new ways. By continuously optimizing service delivery models and adopting advanced technical solutions, TeKnowledge has underscored its adaptability and growth mindset, significantly enhancing the tech giant's operational and financial performance and solidifying this enduring collaboration.

## CHALLENGE

Throughout its collaboration with a tech giant, TeKnowledge addressed complex challenges arising from the customer's strategic acquisitions, which significantly expanded its product portfolio and customer base. These acquisitions, while crucial for the tech giant's growth, introduced complexities such as duplicative functions and the merging of customer platforms from both the acquiring and acquired entities. The primary challenge for TeKnowledge was to eliminate the potential risks of degraded customer experience and reduce escalating service costs while ensuring seamless integration and continuity of high-quality enterprise customer support across expanded operations. As a result, TeKnowledge improved operational efficiencies and cost reductions amidst the evolving landscape of our customer's enlarged ecosystem, thereby safeguarding and enhancing customer satisfaction in a cost-effective manner.

## SOLUTIONS

- **Operational Efficiencies and Cost Reduction:**

Leveraging its multiple global locations, TeKnowledge implemented a high-quality “follow the sun” support model, enabling around-the-clock customer support across different time zones. This global footprint ensured uninterrupted, timely customer service and significantly reduced operational costs. By optimizing resource allocation across these diverse locations, TeKnowledge not only achieved substantial cost savings for the tech giant but also enhanced operational flexibility. The model's efficiency facilitated the rapid scaling of support capabilities to meet fluctuating demand, showcasing TeKnowledge's commitment to delivering exceptional service while driving down costs, underscoring our dedication to operational excellence and customer satisfaction.

- **Adapting to Acquisitions Through Continuous Improvement and Role-Based Training:**

TeKnowledge's agility in adapting to the tech giant's acquisitions was made possible by our robust role-based training programs, enabling swift absorption of support responsibilities for newly acquired products. This adaptability, crucial for meeting and often exceeding performance metrics, underscores our commitment to delivering exceptional service outcomes. Our effective response to the evolving product portfolio ensured a seamless customer experience, highlighting our dedication to overcoming the complexities introduced by the acquisitions.

- **Rapid Technical Team Deployment and Proficiency:**

A pivotal aspect of TeKnowledge's value proposition lies in our proven expertise in rapidly deploying new technical teams to full proficiency. The primary advantage to our customers is the enablement of superior service outcomes at a faster pace. By streamlining the process of bringing teams up to speed, we empower our customers to transition more work to TeKnowledge, thereby allowing their valuable internal resources to concentrate on strategic initiatives and core business functions. This approach not only enhances service delivery but also aligns with our commitment to supporting our customers' operational and strategic objectives through effective and efficient technical support solutions.

- **Quality and Innovation through QA Platforms:**

TeKnowledge's creative deployment of a Quality Assurance (QA) platform for the tech giant revolutionized the approach to customer support by leveraging advanced analytics and automation to preemptively identify and address potential issues. This innovation significantly reduced escalation rates, demonstrating TeKnowledge's commitment to maintaining high-quality standards while adapting to our customer's expanding needs. The platform's analytics capabilities not only ensured a proactive service approach but also enabled a deeper understanding of customer interactions, facilitating continuous improvement and personalized support experiences. The introduction of this QA platform marked a significant advancement in operational efficiency, automating quality checks and optimizing resource allocation, which led to notable cost savings.



## OUTCOMES

- **Enhanced Operational Excellence:**  
The global “follow the sun” model ensures seamless, continuous support, exemplifying TeKnowledge’s operational excellence.
- **Unwavering Customer Satisfaction:**  
TeKnowledge’s evolving collaboration with the tech giant has led to notable improvements in CSAT and CES scores, managing an increased share of customer interactions with heightened efficiency. This continuous improvement in customer support strategies is pivotal to maintaining high satisfaction levels.
- **Innovative Service Delivery:**  
The introduction of QA measures and escalation management techniques underscore our innovation and commitment to quality.
- **Rapid Adaptability:**  
TeKnowledge’s unique training capabilities ensure teams become fully productive quickly, contributing to swift issue resolution and further cost savings.

## CONCLUSION

The long term servicing of the business of the tech giant showcases a commitment to innovation, operational efficiency, and long-term success. TeKnowledge has not only navigated immediate challenges but has also significantly propelled our customer toward sustainable growth and operational efficiency. Celebrating a journey of continuous evolution, this case study sets a new industry standard for service excellence, emphasizing the strategic advantage of TeKnowledge’s global presence and operational mastery.

## RESULTS

# TOP 5

Customer satisfaction score in an independent study of global enterprise tech companies.

# CES

Customer Effort Score (CES) improved significantly beyond industry standards, indicating exceptional ease of interaction with support services.

# \$75M

Of at-risk contracts closed as a result of the TeKnowledge customer success team’s proactive engagement.



TeKnowledge.com