

A guide for quick customer satisfaction enhancement

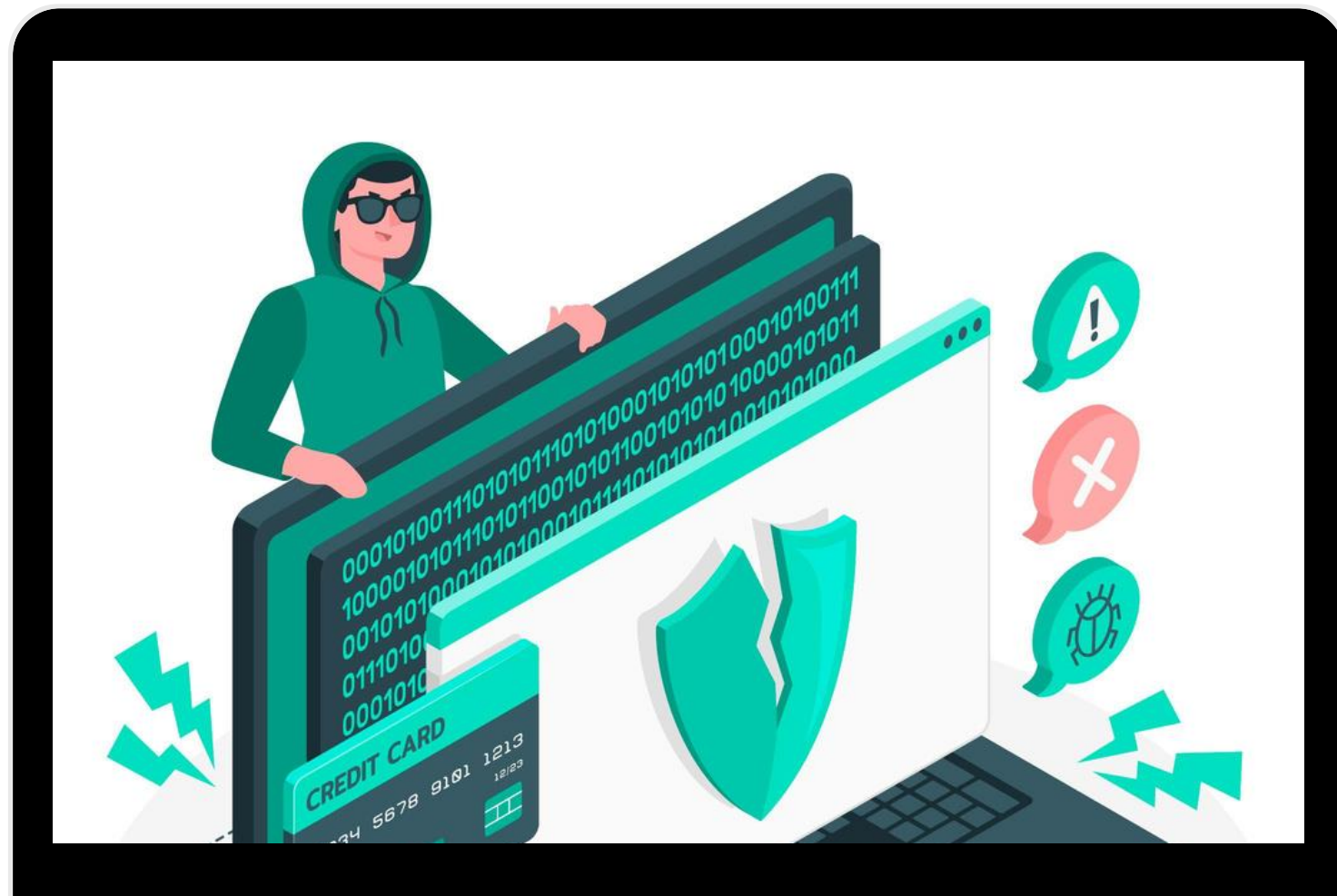
# Technical Customer Support for cybersecurity solutions

A complete case study by  **valoris**  
BUSINESS PROCESS OUTSOURCING SERVICES



# 500 million systems protected worldwide

Our customer is a global  
cybersecurity company



The global cybersecurity market is expected to reach 193.90 billion euro in 2024 and this trend will persist in the future. We are living the era of digital transformation, and being protected in the cyberworld is essential.

As the number of threats is rising as we speak, and software developers assisted by artificial intelligence are working relentlessly to find advanced solutions, what more needs to be done?

**The consumer needs outstanding technical support, in order to get the best result from the cybersecurity solution.**

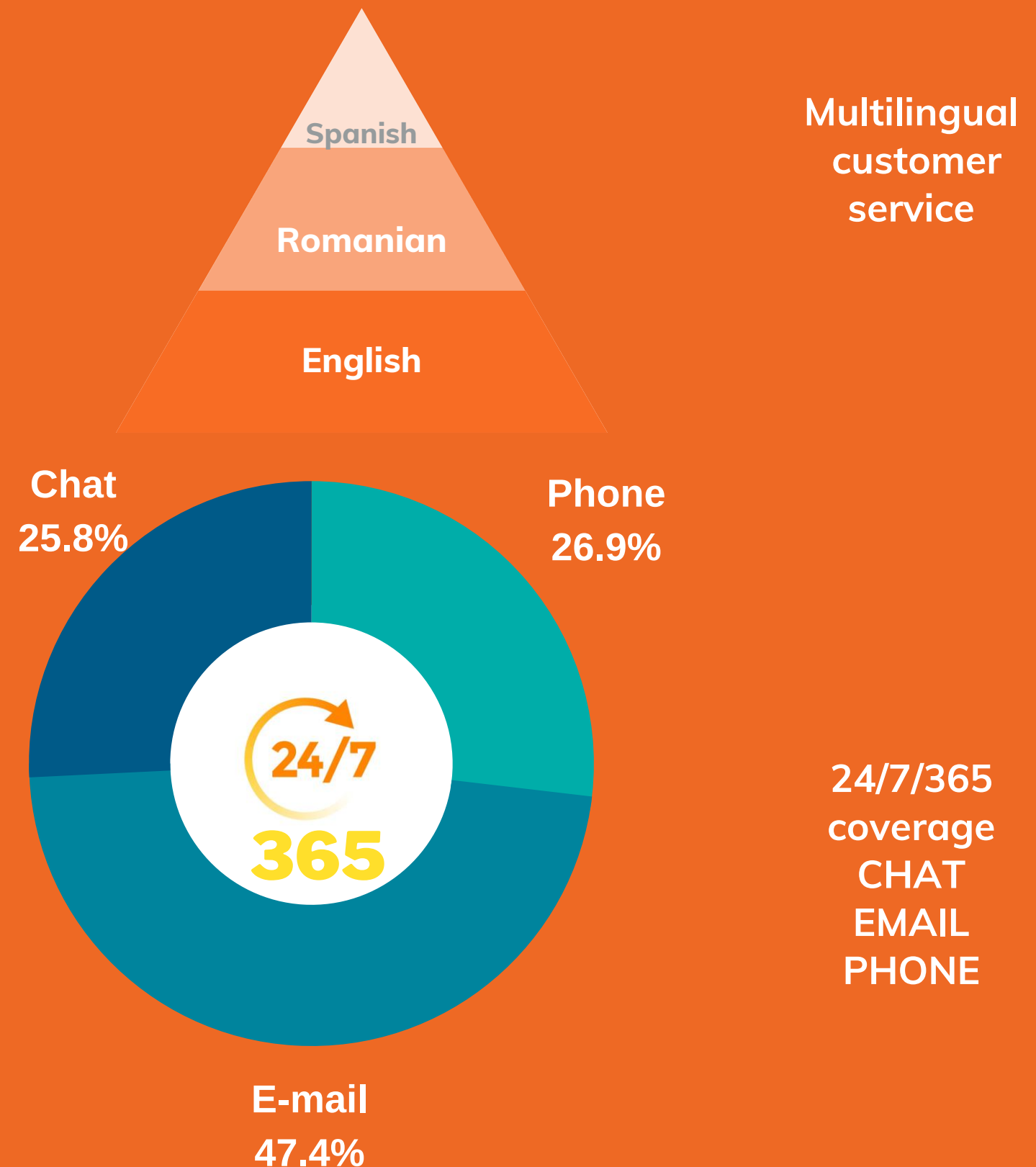
Having probably one of the best developer team in the world, our customer delivers award winning solutions to consumers. And these solutions must be handled wisely, regarding customer support.

At the beginning, when we took over the first level technical support from another company, the customer satisfaction was poor.

# The requirements

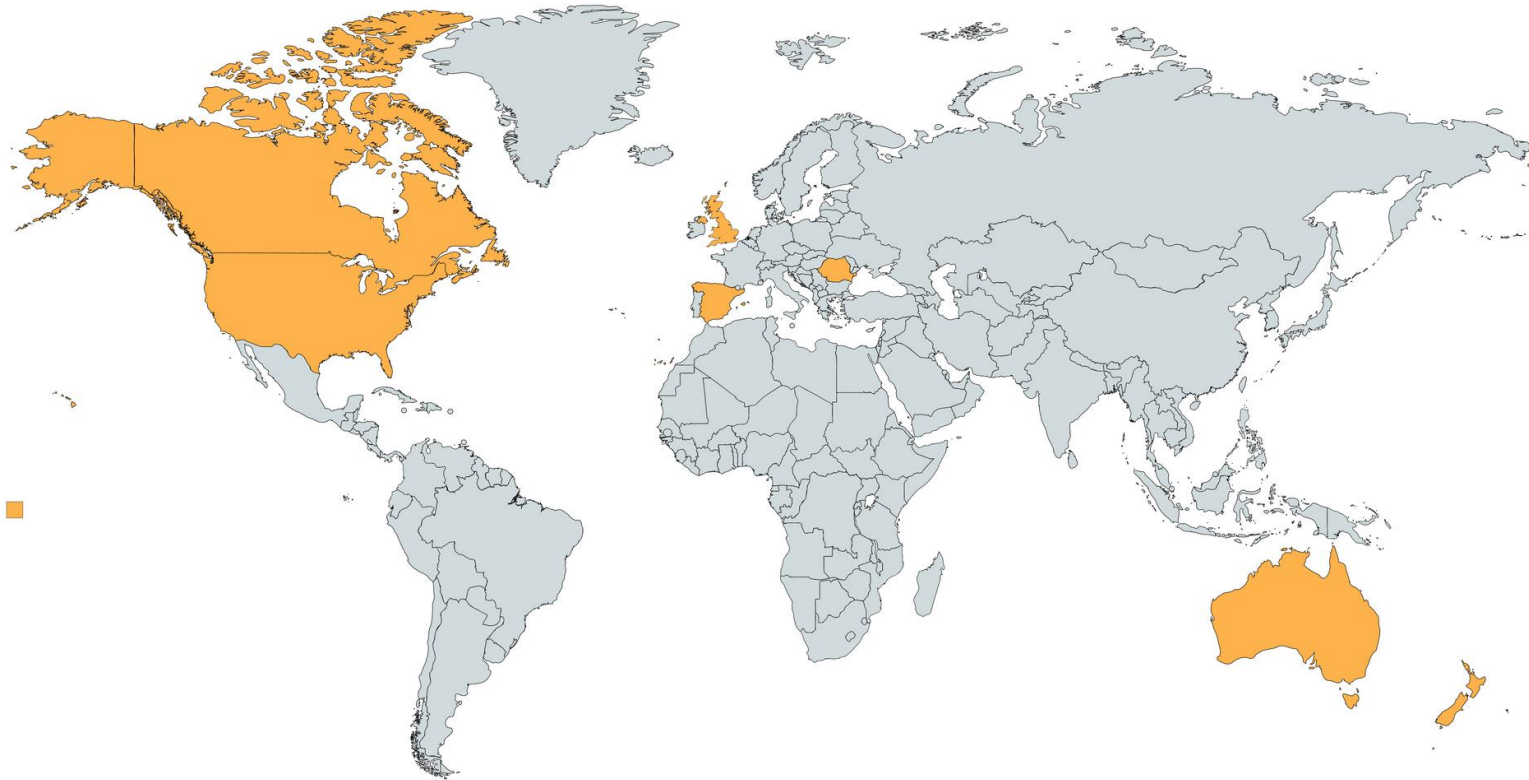
- ✓ Quick takeover from another supplier
- ✓ Level 1 technical support for consumer end-users and SME
- ✓ Three languages coverage
- ✓ Build, increase and optimize customer satisfaction, quality assurance and overall indicators.

# The solution



Cybersecurity project  
**Customer support**  
**3 continents**  
**7 countries**

USA, Canada, Australia,  
New Zealand, UK, Spain and Romania



## PEAK TIMES

### Daily Peak time

- between 17:00 and 01:00
- over 35 agents are covering all the inquiries at the same time.

### Annual peak time

- starts in November and ends in January, due to Q4 main events, Black Friday and Christmas.

Every year, we start to prepare for annually peak time, by hiring people since August, in order to have them functional in November.

On the other side, February is the least occupied month.

### The end-user profile:

- individual consumer (household)
- using this kind of software for the first time
- not tech-savvy

### Main topics of the interactions are:

- product installation
- information regarding the license
- system compatibility
- software version
- reimbursements

We managed to go live with this project in less than one month, after carefully assessing the customer needs and putting procedures in place.

We started with phone interactions, followed by chat. Later, we also took over the e-mail interactions. Using in-depth knowledge gained before, we increased the compliance on this channel, by offering better solutions in less than 24 hours.

# The results

✓ **CSAT: 88%**  
(Customer Satisfaction Score)

>90 hundred people are assigned on this project  
85 Technical Support Specialists  
10 support resources

✓ **QA 90%**  
(Quality Assurance)

Compliance is monitored by assessing performance.  
Dedicated QA assigned for this project

✓ **SLA: 85%**  
(Service Level Agreement)

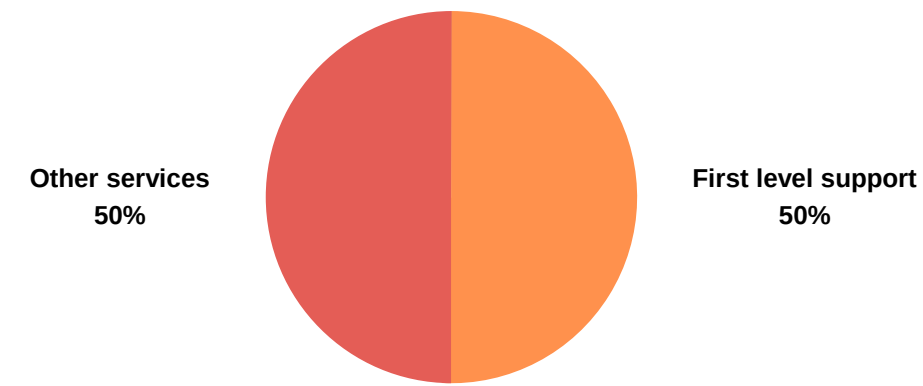
85% SLA in 60 seconds phone  
85% SLA in 24 hours email

✓ **Answering rate: 96%**

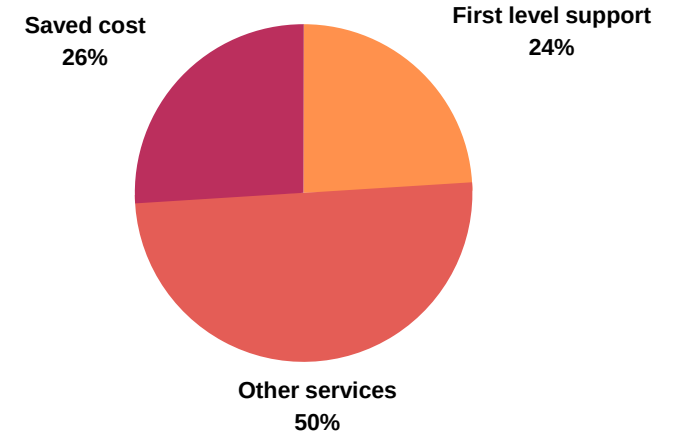
Measured on phone and chat

## 26% COST SAVING

**Before outsourcing**  
1st level = 50% of the total cost

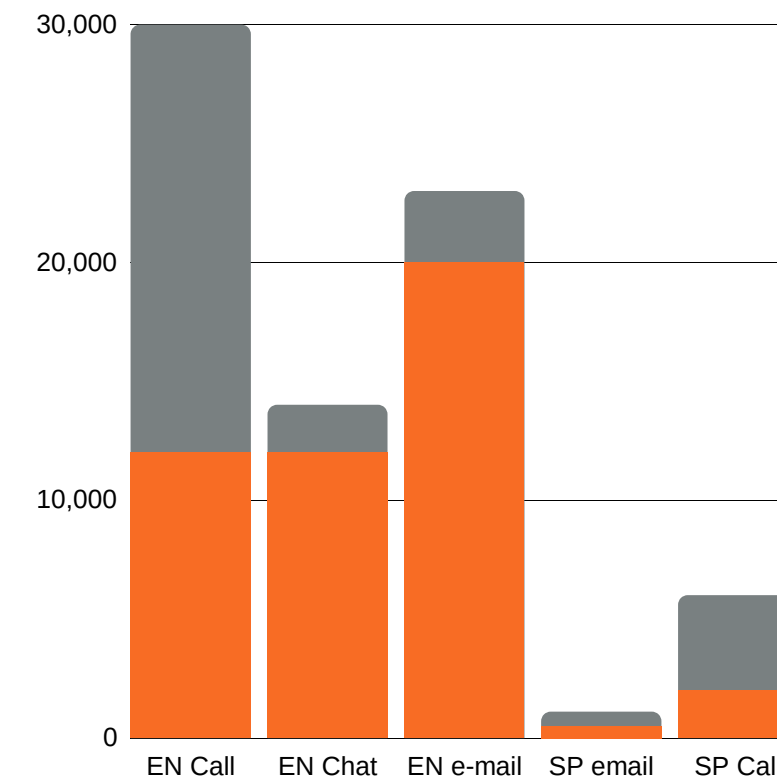


**Now**  
1st level = 24% of the total cost



The percentage of 1st level support from the total customer service cost decreased from 50% to 24%.

### Number of monthly interactions



Regular times  
Peak Times

With more than 500 active employees we can fill in demanding projects, in over 10 languages.

Given the software installing advice that customers require, this project has its own unique set of challenges.

Responding to frequently demanding end-users, our team **is now delivering a 90% QA score.**

With a skilled workforce, we developed a tailored solution that is **currently dealing with more than 43,000 monthly interactions and reaching up to 73,000 in the peak season.**

For this project, tailored solutions were taken into consideration, as customers are based in different geographical and social areas.

In the project management team, people have over 10 years experience in BPO services, high education and up-to-date trainings and certification.

**Yes, we are experts.**

By using a BPO service, our customers not only reduce rent, infrastructure, HR and back-office costs, they also lowered operating costs.

What about your business?

Do you have more than 10,000 monthly interactions?

Let's get in touch!

## CONTACT US

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