





Chat Support Done Right

Chat is not merely a voice interaction in writing — it's the channel of choice for a rapidly growing segment of the customer population across every industry.





In recent years, chat has become one of the most popular forms of customer support, scoring higher in customer satisfaction than email, social media and phone. Understanding this preferred channel and its unique advantages and challenges is crucial to successfully fulfilling customers' expectations of it.

CHAT SUPPORT =  CUSTOMER SATISFACTION*

WHY CUSTOMERS LOVE CHAT:

-  Convenience and immediacy
-  Opportunity to multitask
-  Clear, easy and efficient communication
-  Don't like talking on the phone

WHY BRANDS NEED CHAT:

-  Saves time
-  Saves money
-  Boosts sales
-  Improves customer relationships

> We meet customers when and where they prefer.

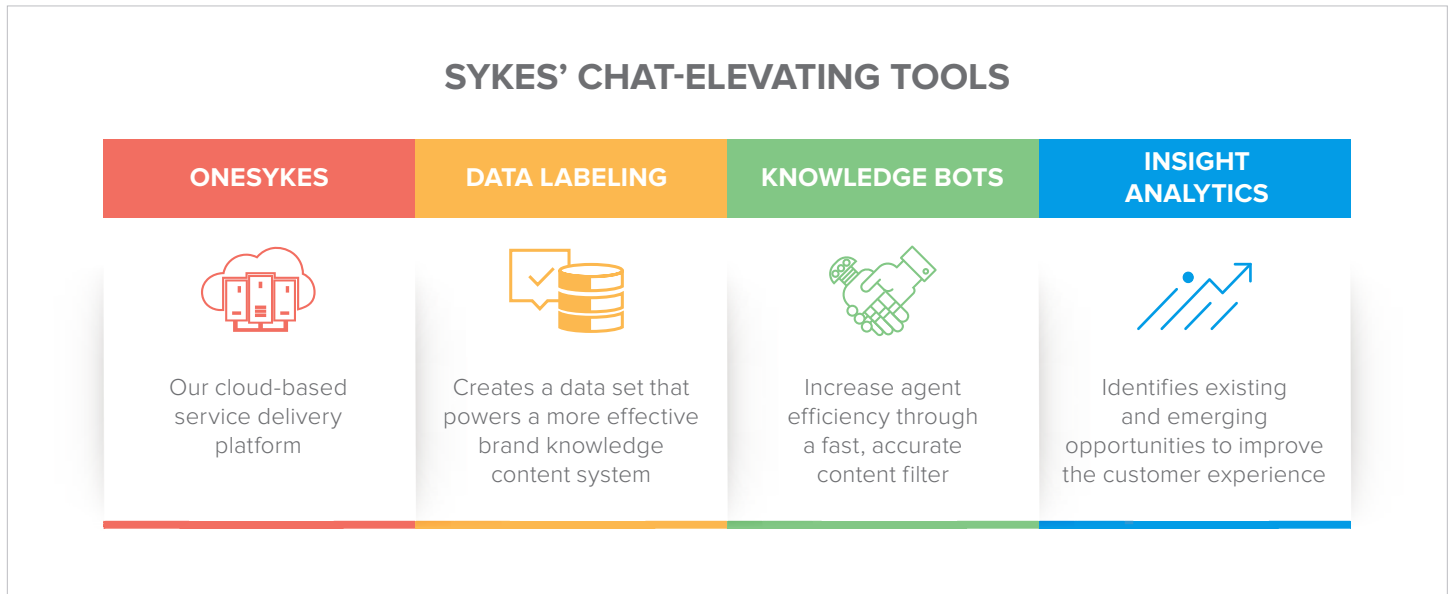
SYKES tailors, implements and analyzes chat solutions for our brand partners to deliver customer-convenient sales and service support on the channel customers prefer.

Our processes create an effortless chat experience, providing your customers with quick responses and easy access to product information through a personalized experience. Our operating model is designed around customer expectations that translate as brand partner goals: quick, easy interactions and resolutions mean reduced support times and associated costs, and a seamless customer experience means more sales and increased customer loyalty.

- Leverage best practices for chat access
- Define the channel flow
- Recruit the right chat agents
- Apply an adaptive chat framework
- Deploy platform and diagnostic tools to monitor KPIs
- Bring insights across platforms to suit specific program needs

> We power chat through analytics, automation, machine learning and more.

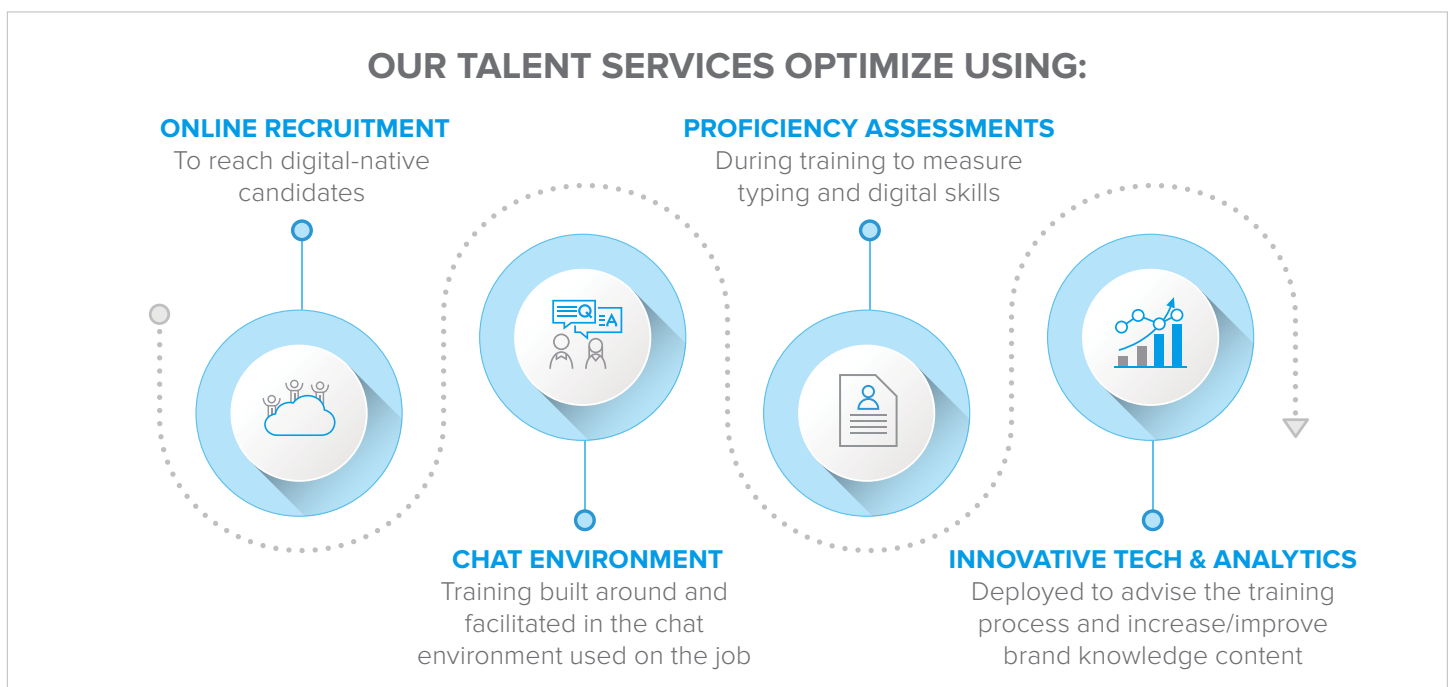
SYKES does more than just help brands adopt chat support. By applying our dynamic suite of solutions, we take existing chat programs — ones that are already meeting performance and customer experience goals — and make them even better. We analyze, innovate, customize and improve the chat support model to save time and money while also strengthening brand loyalty. All of this is what makes SYKES' chat framework much more than just chat support: It's efficient, convenient and reliable customer service.



> We optimize chat by developing the people behind it.

Chat is a challenging environment. Agents must be able to multitask, because they are handling several customer contacts at once. And since chat isn't just a voice transaction in writing — voice scripts and processor flow are quite different from chat — it's not always reasonable to expect current phone agents to thrive in the chat environment.

To unlock the full potential of chat, it takes a dedicated and skilled team of agents who are appropriately suited to this platform. SYKES' strategy and tools assure that the right people are recruited, trained and continually developed to represent the brand and keep customers happy via chat support.



> We provide chat, done right.

A successful chat strategy accounts for everything from the customer's first experience of a brand's website to their interaction with an agent. Beyond employing the appropriate technology for effective delivery, chat relies on strategic talent recruitment and management, and the application and interpretation of advanced data analytics to continually improve the customer experience.

SYKES provides the necessary insight and tools to build, manage and optimize chat support while leading the industry in innovation through our strategic partnerships and endorsed brands. Through proven chat support strategy and our portfolio of digitally focused business process offerings, we create an intelligent customer experience that help brands build meaningful connections with their customers.

*Comm100 Live Chat Benchmark Report 2018.

ABOUT SYKES

Sykes Enterprises, Incorporated is a leading provider of multichannel demand generation and customer engagement services for Global 2000 companies and their end customers. SYKES' differentiated full lifecycle solutions and services — digital marketing, sales expertise, customer service, technical support and more through multichannel delivery platforms — effectively engage customers at every touchpoint of the customer journey. Our complete service offering helps clients acquire, retain and increase the lifetime value of their customer relationships through cost-effective solutions that enhance the customer service experience, promote stronger brand loyalty, and foster high levels of performance and profitability.

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