

HELP YOUR CUSTOMERS HELP THEMSELVES

Effective Self-Service

Customers want to be in the driver's seat when it comes to troubleshooting and support. Calling customer service isn't always their preferred channel. By providing them with an easy-to-navigate and intuitive self-service resource, you can deliver better experiences and reduce call volume to your agents.



By partnering with SYKES to optimize online self-service content, a leading telco saw a 20% decrease in support calls.



DIFFERENTIATORS

What makes us unique?

SYKES' pioneering research has created cutting-edge best practices when it comes to designing and deploying self-service content. We connect data from each stage of the customer journey, so the self-service process feels consistent and personalized.

SYKES accelerates your success with:

- ✓ Advanced Support SEO
- ✓ A/B testing
- ✓ Intuitive UX/UI design
- ✓ Multichannel integration (Voice, chat, email)
- ✓ Proprietary data and technology



BENEFITS

What does this mean for you?

Providing your customers easy and effective self-service when they need help shows you care about them beyond the sale. It offers them a unified experience throughout their customer journey while reducing support call volume and saving you money.



1. Analyze and Understand

- Online and offline data consolidation
- End-to-end customer journey mapping

2. Experiment and Optimize

- Leveraging best support practices
- In-house, scalable content production
- Quick and inexpensive experimentation

3. Implement

- Improved support journey launches
- Continuous optimization and result monitoring