Voice, Chat & Social Support

Customers are digitally connected 24-7. They expect support across all channels and at each touchpoint of the customer journey. SYKES utilizes support methods better, solving issues for today's "always on" culture.

In fewer than two years, SYKES' approach bolstered a digital entertainment leader's social support from 1% of overall requests to over 20%.

DIFFERENTIATORS

What makes us unique?

SYKES doesn't just collect data during and after each interaction, it tracks the touchpoints that led to it. SYKES uses this data to continually optimize coaching and automation, ensuring that customer service teams focus on what matters — improving the customer journey.

SYKES provides better customer care with:

✔ **AI-enabled coaching to optimize human-powered CX**

✔ **Personalized responses to issues across all channels**

✔ **Redundancy-free chat and social support**

✔ **Insight analytics to track and reduce customer effort**

BENEFITS

What does this mean for you?

With innovative engagement strategies and the latest technology, SYKES' voice, chat and social support services work to mitigate the issue from the onset, while determining customer touchpoints to improve future experiences. By quickly resolving issues and improving the experience, you can turn your customers into brand advocates.

1. Fluid Support

- Omni-channel support to nurture customer preference
- Direct messaging moves interactions to a more individualized space
- Social support reduces voice and chat volume

2. Data-Driven Insights

- Touchpoint tracking through insight analytics
- Shared-experience context through real-time transcription
- Better coaching and training through data aggregation

3. CX-Focused Approach

- Virtual customers prepare agents for potential needs
- Community forums foster useful, community-specific support
- Social engagement turns support needs into brand advocacy