BUSINESS CASE

INNOVATION IN SUPPORT:

Bi-Lingual Virtual Support Center

Overview

A leading North American corporation has approximately 35,000 employees and over a thousand retail stores requiring 24x7x365 Technical Support. The IT support organization handles over 2 million support interactions annually. The support model consists of a three tier strategy whereby internal resources, contractor resources, and outsourced partners are utilized to provide support. IT leadership within the company determined that it wanted to further align its support strategy by integrating an outsourced Virtual Support Team in order to recognize such a model's benefits. The company wanted to take advantage of the costs savings, business continuity, and ability to hire qualified multi-lingual resources that the Virtual Support Center offers. The company also wanted to leverage its existing technology investments in VoIP and virtualization while eliminating ongoing physical infrastructure and facilities costs incurred by traditional support professionals.

Solution Opportunity

B Virtual Inc. developed a model based on its industry leading best practice approach to remote service and support. The support team would be comprised of remote agents, or Virtual Support Professionals, with the capacity to handle multi-lingual customer interactions. The deployed model of support would leverage existing VoIP technology, as well as existing Incident Management and IT support tools required to seamlessly support the customers. The resulting outsourced Virtual Support Model would be a seamless extension of the current 3-teir strategy, incorporating all the benefits of each tier, while reducing the costs being incurred in each.

Virtual Execution

A sourced Virtual Support Center was deployed utilizing B Virtual Inc.'s 6 core component methodology. The Virtual Support Team includes 4 multi-lingual Virtual Support Professionals and 1 Virtual Support Manager. The team operates as a seamless extension of the current support model at a zero cost initial investment to the company. B Virtual Inc. was able to execute a strategy whereby the "Virtual Proximity" or location of the Virtual Support Team was local to company's existing support locations. This enabled onsite customer specific training to be provided to the Virtual Support Team, in addition to industry certification such as Support Center Analyst, and ITIL V3 foundations and the NEW Virtual SUPPORT PROFESSIONAL Course from B Virtual Inc..

The Benefits

The Company has recognized several significant benefits by establishing the Virtual Support Center;

Reduced cost per interaction: The company recognized a 30% reduction in their per cost transactions using the Virtual Support Team. This cost savings was based upon the factors below

1. *Technology extended at no additional cost*: The technology deployed for the Virtual Support Team was an extension of existing IT investments, including IP telephony, Virtualized machines, Incident Management, and remote access technology.

2. *Cost Competitive Multi-lingual resources*: B Virtual Inc. was able to hire highly qualified bi-lingual resources at a lower rate. The work-life benefits associated with working from home and providing support from the Virtual Support Center has attracted a higher quality level of resources at a lower rate.

3. *Outsourcer overhead eliminated:* The Virtual Support Center operates at a lower costs basis than traditional support centers. Because B Virtual Inc. operates in a 100% virtualized model we offer significant savings to our customers due to lower operating costs.
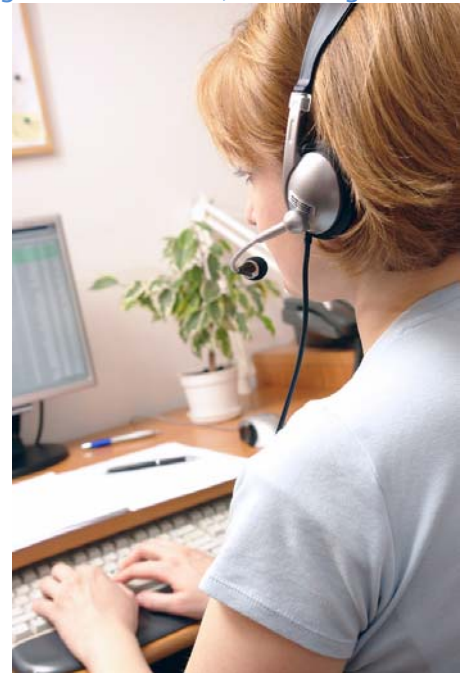
Reduction of Turnover: The outsourced Virtual Support has experienced no turnover within team. Additionally, industry statistics are showing that there is up to a 66% reduction in turnover in Virtual Support Centers over the traditional "brick and mortar" center.

Conclusion

The Virtual Support Center solution provided to the Telecommunications Company achieved its primary objectives of reducing ongoing support costs, meeting language requirements, and providing further business continuity in its existing support model. Additionally, the company has recognized the benefits of reduced turnover by not having to continuously train new hires. The company is now engaged to expand the capacity of the Virtual Support Center to handle specific support functions, as well as interaction channels such as chat.

About B Virtual Inc.

B Virtual Inc. provides Virtual workforce management solutions for the service and support industry. Exclusively focused on best practices for the Virtual workforce, B Virtual Inc. offers customers Education & Training, consulting, and sourcing services specifically designed for the remote workforce.   www.bvirtualinc.com