



StarTek Solution: Customer Care

StarTek provides high-quality customer care, and our clients and their customers consistently rank us as their top customer care provider. Our first goal in customer care is to focus on building rapport, because how a company treats and interacts with its customers is a critical driver of customer satisfaction. Second, we emphasize knowledge, skill and process to empower our call center representatives and home agents to solve customer issues. Third, we promote a sales culture that takes advantage of up-sell and cross-sell opportunities after addressing customer care issues. Once we ensure that our representatives can connect credibly with customers, solve their problems, and convert service interactions into sales opportunities, we then work on improving efficiencies. Too often, customer care operations focus on efficiency too early in the process in an attempt to reduce average handle time. However, if customer interactions cannot provide high customer satisfaction, first call resolution, and increased revenue per call, then reducing interaction time only impairs efforts to provide a satisfying customer experience. StarTek is a company dedicated to service, which means we care for your customers better and you keep them longer

StarTek Difference

Delivery Optimization: StarTek is a company dedicated to serving our clients and their customers. This culture, combined with our over 20 years of experience, provides the foundation for our clients' success. We are flexible and design solutions around our clients' goals, with the result that StarTek delivers superior results. Just ask our clients.

Human Synergy: StarTek's Human Synergy model targets the right agent profiles during recruiting, screens candidates with realistic job previews and "best fit" analysis, delivers our solid sales training methodology to both agents and their managers, and ensures delivery optimization through our advanced performance management tools and approach. Finally, we provide an environment for career advancement that improves morale and tenure.

Value-Added Technology: StarTek's VoIP-enabled infrastructure provides flexible and seamless delivery while our business intelligence platform provides superior reporting and analytics capabilities.

StarTek Value

- Increase first call resolution
- Improve customer satisfaction to increase retention and propensity to buy
- Increase up-selling and cross-selling
- Reduce cost per call

StarTek Choice

StarTek offers our clients a variety of multi-channel customer interaction capabilities including voice, chat, e-mail, and back-office support. In addition, we offer several delivery options located in the Philippines, Canada, and the United States, which includes our hub-and-spoke delivery platform, StarTek@Home agents.

Case Study

Challenge: The client was experiencing higher call volume and increased complexity of customer support, causing them to make a first-time move to an outsourcer.

The Solution: StarTek re-engineered the existing service support delivery solution to improve customer satisfaction and efficiencies.

The Result: Exceeded customer satisfaction goals and improved scores year after year, while improving productivity by 13% and decreasing costs by 30%.

Client Testimonial

"Congratulations on exceeding Excellence scores by 18%. This performance not only exceeds your score from the previous month, it is the highest Excellence score we have seen this year. I am impressed that the StarTek team has won the trophy nine out of twelve months. Absolutely outstanding! Thank you for your efforts, they make a difference every day. Congratulations!"

*Telesales & Loyalty Director
Regional Telecommunications Company*