

Global leader of high-end audio, video and home theater equipment seeks strategic partner to streamline support of brands



The Client: A global leader with a portfolio of companies that manufacture high-end audio, video, and home theater equipment. Their brands are known for high-performance engineering, advanced digital technology and fresh designs that deliver powerful audio and video experiences.

The Situation: The client's core competency includes targeting strategic acquisitions and integrating these companies into the portfolio while enabling them to focus on what they do best: create premium products. As a result, the client had amassed a significant install base across varied brand and product lines, with segregated support infrastructures and strategies. The client needed to find a way to streamline support to consumers, integrators, installers, and service repair centers for all product lines.

The Alternatives: With the core focus being acquiring brands and enabling those brands to create premium products, it was decided a partner support strategy may be in order. The client was quite hesitant on selecting a partner as they were unsure the partner could deliver the quality of support desired, especially on high end audio products that were known to cost in the thousands per unit.

If decided, they desired a partner with U.S. presence, a location with very high skill-set, the ability to recruit technical and electrical skill-sets, a high degree of flexibility for one-off needs, and a focus on quality.

The Solution: S2G's Waco, TX capabilities was a match for the high skill-set requirements. With three colleges and over 25k students (including TSTC, the largest technical college in the U.S.) S2G was able to hand pick support talent. S2G's affiliation to NESDA, ISCET, COMPTIA certifications, and COPC (www.copc.com) practices also proved the focus and experience on the right skill-sets was there.

S2G worked with the client to improve the effectiveness of training curriculum. S2G developed a large live lab with products for agent training and advanced troubleshooting. S2G worked with the client to develop key performance metrics and reporting that gave real time visibility into statistics and quality. S2G proposed changes to streamline support for end users, installers, integrators, and authorized repair centers, significantly improving all sales, services, and support channel effectiveness.

Support provided involves voice, email, and some back office support related to technical support, triage, and customer service. Within months, S2G was exceeding quality expectations and maintaining key performance objectives. With the comfort level felt, all Level I and most Level II was transitioned to S2G.

The Result: S2G has been a strategic partner for this client since 2008, bringing stability, quality, and flexibility to the needs of their various high end brands.

- S2G streamlined multi-brand support, reducing needed headcount and improving service levels to consumers, installers, and service repair centers, resulting in significant financial savings.
- Quality scores on contact evaluations have exceeded client expectations since inception