NICE®

SYKES®

Customer Profile:
Customer Care Outsourcing

Website:
www.sykes.com

Locations:
Global

Contact Center Size:
74 sites; 20 countries

Business Need:
- Flexibility in outsourcing customization
- Scalability to accommodate global services
- Faster outsourcing services set-up and client training
- Immediate error- response- customized solutions for varying customer needs

NICE Solutions:
- NICE Uptivity Call Recording
- NICE Uptivity Screen Recording
- NICE Uptivity File Encryption
- NICE Uptivity Desktop Analytics (Fusion)

The Impact:
- Cost-effective solution
- Customized best-fit solutions such as DMCC, SIPREC, CTI integration, custom reports, and media file exports
- Integrated API with SYKES' homegrown applications and auditing systems
- Dedicated project implementation resources

On the NICE Solution
"NICE Uptivity has helped streamline our installation and configuration process so we can set up new call centers more quickly, with some installations taking less than four weeks from beginning to end."

- Stephen Leonard, Telephony Engineer, SYKES

About SYKES Enterprises

SYKES is a leading, global digital-marketing and customer-care outsourcer. SYKES provides differentiated, full lifecycle customer-engagement services to Global 2000 companies and their end consumers at key touchpoints. Headquartered in Tampa, Florida, SYKES' comprehensive suite of solutions addresses the needs of major companies around the world — serving such industries as communications, financial services, technology, healthcare, transportation and leisure, insurance, retail and energy.

The Challenge

As a customer-care provider, SYKES must record interactions, apply certain analytics and issue actionable reports to its clients. The company's clients, many with global operations, form a diverse group from an array of industries. Each client presents unique needs, regulatory regimes and preferences. This complexity is compounded by periodic changes in clientele requirements, as well as a developing BPO market.

SYKES was faced with the challenge of finding a cost-effective solution for call recording that would facilitate the shift from appliance- or premises-based systems to a server-based system. Any modification required the vendor's assistance and intervention, making the system inflexible and progressively more expensive. With limited self-service features and charges incurred for each update, the recording platform was making it harder for SYKES to provide the rapid and integrated service the company envisioned.

With so many locations around the world and a client roster that can fluctuate, SYKES needed a much more flexible system; one that could be maintained and modified without the need for external, vendor involvement.

NICE

The Solution

To meet its demanding flexibility and scalability requirements, SYKES selected NICE solutions for voice and screen recording, voice analytics and reporting. NICE Uptivity, an innovative and adaptive contact center solution, has the necessary capabilities to support thousands of SYKES agents worldwide.

SYKES is providing its clients complete PERM-based auditing and recording services, configured in accordance with clients' specifications to best suit their respective businesses. This includes customizing the use of local databases, remote servers, archive retention durations, quality assurance parameters, and more.

With NICE Uptivity, SYKES installs all the software and sets up contact centers for any variety of sites, from brick-and-mortar locations to virtual call centers to work-at-home agents. The recorded interactions are scored internally at SYKES in accordance with client-defined metrics and remain available for export as needed.

SYKES works with its clients in testing the new contact center software and recording platform, managing bandwidth and troubleshooting when the center goes live. In addition, in some cases, SYKES provides post-installation support as well.

The Benefits of Being Flexible

NICE Uptivity's unique flexibility, facilitating independent custom configurations, improved the services SYKES is offering in many ways:

• Stephen Leonard, Telephony Engineer at SYKES says that scalability is among the top business outcomes SYKES has realized. The company can now easily accommodate a fluctuating number of contact centers.

• Onboarding clients and training agents to interact with SYKES solutions has become easier and faster, as has post-installation support. NICE Uptivity is an intuitive, easy-to-use solution, which simplifies the export and tagging of interaction recordings.

Partnering for the Future

NICE provides customer support, installs and custom development. SYKES personnel has described the Uptivity project manager and installation engineer as "huge assets." As Stephen Leonard said, "If you need help, the NICE Uptivity project manager and installation engineer are going to help you or help point you in the right direction."

SYKES also noted the receptiveness of the NICE Uptivity product development team. Suggestions for product enhancements were seriously considered and may be included in upcoming Uptivity-based solution releases.

SYKES fully expects the collaboration with NICE to continue driving innovation and positive business results for all of the company's clients.