



TELUS International

Game On.

Meeting the customer care and tech support needs of the world's leading gaming companies.

Support for gaming clients:

- Customer care
- Game-play issues
- Billing support
- Technical support
- Content monitoring
- Gamer research/feedback

Since 2004, TELUS International has served the customer care and technical support needs of some of the world's largest gaming companies. Today, from hardware to software to social networking support, we have a wealth of experience building top-notch contact center outsourcing programs. For many of our clients, TELUS International has become a source of best practices, even helping one gaming client earn a Gartner CRM Excellence award for superior customer service.

Client Snapshots

Leading video game publisher with a global brand

Services: Tier 1 and 2 technical support via voice and email addressing installation issues, online connectivity, game-play, patching issues, hardware performance, online game set-up, warranty support and troubleshooting (PC, online, console).

Program highlights:

- Program launched in Manila in 2004 to support the U.S. and then the U.K.
- Continually awarded new business across all of the client's gaming lines.
- Re-engineered training program which the client rolled out enterprise-wide.
- Recognized for best practices on security processes.
- Asked to participate in key beta tests for global gaming launches.
- Strong history of exceeding quality metrics.
 - Commended for helping the client earn a Gartner CRM Excellence Award.
 - Overall top-performing customer service center for Customer Satisfaction (CSAT).
 - Exceeded client quality goal of 80% with yearly average quality score of 92.3% (voice) and 93.9% (email).

Top gaming console developer

Services: Inbound Tier 1 to 3 voice, email and chat support for console and online gaming including general inquiries, troubleshooting, repair/service contracts, billing, saves and cancelations, remote hardware support and pre-sales. Key metrics include CSAT, AHT, Resolution Rates and Quality Audits.

Program highlights:

- The client has remained with TELUS International for over 5 years.
- Head count continues to grow – now at over 1000 agents and support personnel.
- Geographic coverage has expanded to include support for U.S., U.K., Australia and New Zealand.
- Overall top-performing site for Customer Satisfaction (CSAT) in 2009 among the client's four outsourced sites.
- Awarded Top Site and Top Vendor by the client in 2008.
- Strict recruitment standards ensure agents have strong technical backgrounds.
- Considered a key partner for the client's holiday ramping programs – ramping an additional 500 to 800 people for Christmas starting every September.

Fast-growing social network gaming company

Services: Tier 1 and 2 email technical support including general inquiries, troubleshooting (games, browsers, platforms), game-play issues, escalation support and knowledgebase maintenance.

Program highlights:

- 24/7 technical support.
- Launched in Philippines and El Salvador.
- Support provided in English, Spanish and Portuguese.
- Recently launched program with smooth rollout.
- Adding additional games and social platforms after successful pilots.
- Plans to support additional lines of business/queues including content monitoring.
- A partnership approach with TELUS providing direction on outsourcing set-up including training materials and methodology.

Client Snapshots – other tech support

Leading North American telecommunications company

Services: Inbound Tier 1 and 2 consumer technical support for wireline, ADSL, cable, and enhanced “for fee” consumer tech support services (Premium Care) such as anti-virus and peripheral device integration.

Program highlights:

- Over 4M calls annually from simple to complex troubleshooting, diagnostics, feature enhancements and configuration assistance.
- Reduced repeat calls through rigorous quality controls and training.
- Improved customer and agent tools to streamline set-up and deliver a consistent customer experience.
- High employee engagement and career-pathing has increased tenure and service quality.

- Implemented best practices resulting in 10% decrease in Calls per Subscriber in wireline queues.
- Efficiencies and process improvement programs decreased ADSL and Cable Calls per Subscriber by 11% while subscribers increased by 22%.
- Focus on increasing Tier 1 capabilities increased First Call Resolution (FCR) rates by 14% and First Tier Resolves to greater than 95%.
- Over 95% of customers rated Premium Care services as good or excellent.

U.S. - based manufacturer of GPS navigation systems

Services: Tier 1 and 2 technical support via voice and email.

Program highlights:

- With the holiday season fast approaching, the program was ramped by 100% in 30 days.
- The program launched on schedule with with 12 agents. After several program ramps, there are now 209 agents in the Philippines and U.S.
- TELUS eliminated the backlog of unresolved/unanswered emails from customers.
- Consistently met and exceeded key metrics including Quality, Service Level, Average Handle Time and Abandon Rates.
- Business Process Improvement team worked with the client to uncover factors behind customer dissatisfaction and loss of revenue. Actions plans were put into place.
- Agents are trained to support at least two product lines with multiple versions.
- TELUS hired an external GPS expert to augment classroom training.
- To ensure end-user knowledge, agents are given access to all navigational products as well as simulation units on their desktops.

Connect with us today for your global outsourcing solutions.

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TELUS International

TELUS International is the global arm of TELUS Corporation, a \$9.6 billion (CDN), full-service telecommunications provider. TELUS International delivers world-class contact center, IT and business process outsourcing solutions to some of the world's largest and most respected corporations. Our fully connected, multi-site, multi-language solutions are delivered from the best locations throughout North America, Latin America and Asia.