

A close-up, top-down view of a dark, square microchip mounted on a complex, glowing blue and orange circuit board. The board is filled with intricate patterns of lines and small, glowing orange dots, suggesting a high-tech, futuristic environment.

Providing Next-gen CX Through A Gig Support Model For The Largest OEM In The Electronics Industry



ABOUT THE CLIENT

Our client is one of the largest global OEMs in the semiconductor and electronics industry. They are a huge conglomerate having businesses across telecom, automotive, semiconductors, and computer electronics, and their products are being used by enterprises and businesses worldwide.



THE CLIENT CHALLENGE

Most customers these days have more than two devices compounding the need for support. Supporting multiple applications and devices in various languages across many channels for an increasing customer base soon became a challenge; it created longer wait states, dissatisfied customers, backlogs, and more unsolved requests.

The client was also in the process of launching support for five different LOBs and found it very challenging to juggle support and business expansion plans simultaneously. They wanted a solution that could help them ease support volumes while maintaining CX.



CSS CORP SOLUTION

The CSS Corp team assessed the client's situation and devised a plan to onboard the client on a gig support model that would accelerate support and, at the time, dynamically scale up/down support strength to match call load.

ENTER CSS ONDEMAND - A GIG PLATFORM WITH A DIFFERENCE!

CSS OnDemand is the answer to providing support to the most demanding challenges. The platform is made up and driven by gig experts. It is a self-contained ecosystem of on-demand services that combines the power of a gig platform, built on patented technology with gig peer experts to provide an elevated, personalized, and frictionless peer-to-peer support experience across multiple channels.

The most immediate advantage of providing support through a gig framework is that customers get expert answers and solutions. There is someone working on your case, and support is 24/7. The net result is support windows are shorter, more efficient, and prompt. The resulting experience boosts CX, trust, and confidence both for agents and customers. Moreover, the entire system is built for scale and can scale up and down to meet triaging demand - without slipping on delivery SLAs.

WHY CSS CORP?

CX On-Demand Global Leader

We currently solve tens of millions of customer service inquiries per year for Fortune 500 brands.

Deep Experience in Telcom

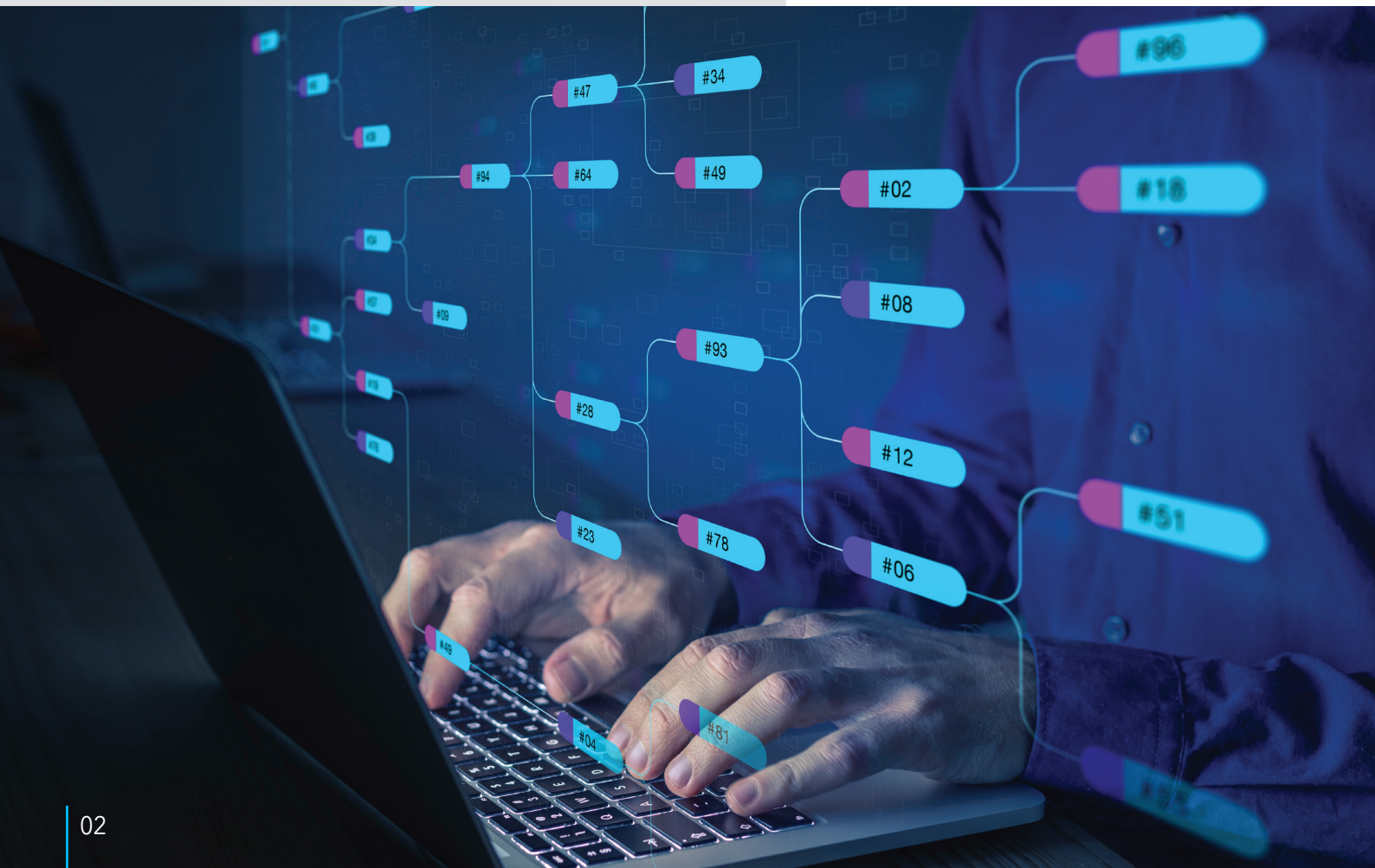
We work with top hi-tech and telecom companies to solve technical support issues at scale

Enterprise Grade Privacy & Security

Our solutions are SOC 2 compliant, GDPR compliant, CCPA compliant, and built on a rigorous set of enterprise-level controls, policies, and best practices.

A Gig Platform With A Difference

We offer a unique model that combines on-demand gig peer experts, full-time experts and digital CX solutions



With support delivered through a robust gig platform, CSS Corp helped the client launch support across five LOBs: Television, IT, Refrigerators, Laundry, and HKEV. The support spike that manifested due to Covid was brought down by the power of gig peer experts' network that grew **3X** in size to provide world-class support. These experts handled more than **4.5x** support volumes in less than **two weeks**. Gig experts have experience with every device, app, and operating system. These experts bring edge expertise to solve the most challenging device and app support issues.

Here are some facts about why the gig support model works:



Cost-Effectiveness

Costing **30% to 40%** less compared to traditional Customer Support



Empathetic CX

Delivering **Personalized Resolutions** to customers



Get Right Experts

Patented Intent Analysis & Routing identifies the right experts for high-class resolutions



Unprecedented CSATs

Delivering **20%** higher CSAT ratings, which improves customer retention and customer lifetime value



Highly Elastic Network

Scale Up and Down by 4x with no additional effort



Highly Efficient

Leveraging **Intelligent Automation** to automate repetitive service requests

BUSINESS BENEFITS

- » More than 860k questions resolved
- » Achieved an NPS of 56
- » 82% CSAT
- » Time to first response < 22 seconds
- » 63% of cases were deflected from agents - auto resolved

CSS Corp is a global customer experience and technology services provider, disrupting the industry with a unique intersection of industry-leading proprietary solutions, resilient operations, and innovative business engagement models. The company is a digital transformation partner of choice for its clients, which include the world's top innovators across industries, from mid-market players to large enterprises. Its diverse team of over 11,500 customer-centric thinkers, collaborators, and co-creators across 20 global locations is passionate about helping clients succeed through intelligent automation-led outcomes. The company has overcome macroeconomic headwinds to become the industry's fastest growing and most awarded company in its revenue range.

To know more, please visit <https://www.csscorp.com>