



ABOUT THE CLIENT

A leading entertainment company that specializes in music, video, and podcast streaming.

CLIENT CHALLENGE

After launching its global music streaming services in 2011, our client faced increasing pressure from its young consumer base to provide 24/7 customer support. Leveraging Sutherland for its expertise in providing high touch, personalized social media support, we provided our client end-to-end social media customer care resources, ensuring their customer demands were heard, escalated appropriately, and resolved with the highest accuracy possible.

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Social media is not a media, it is a medium for listening, engaging, and building relationships with customers across all touchpoints.

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THE SUTHERLAND TRANSFORMATION

Sutherland provided end-to-end social media customer support to its client. Pre-launch, we led extensive trainings in platform management to ensure swift escalation and resolution of customer problems on behalf of our client. Post launch, Sutherland used its expertise in social media customer care management to power its clients social care and community engagement platform.

PARTNERSHIP RESULTS

2 million+

social media interactions
handled annually

18% reduction

in average time to first response

2 Webby awards

recognizing Sutherland's leadership
in social media customer care and
community engagement

Social Media
Customer Experience

For more information on how we can help you transform your processes, visit us at www.sutherlandglobal.com, email us at sales@sutherlandglobal.com, or call 1-800-388-4557 ext. 6123.

As a process transformation company, Sutherland rethinks and rebuilds processes for the digital age by combining the speed and insight of design thinking with the scale and accuracy of data analytics. We have been helping customers across industries from financial services to healthcare, achieve greater agility through transformed and automated customer experiences for over 30 years. Headquartered in Rochester, N.Y., Sutherland employs thousands of professionals spanning 20 countries around the world.