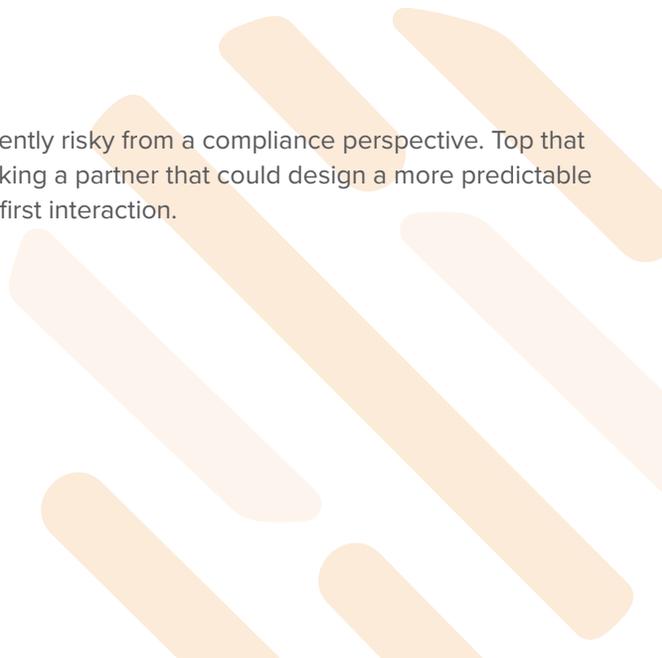


## ABOUT THE CLIENT

Top-three media and entertainment, fully integrated service provider offering mobile, broadband, and satellite services to over 20 million customers in the US.

## CLIENT CHALLENGE

Our client found that traditional live-agent environments were inherently risky from a compliance perspective. Top that with the need to reduce costs, and the client found themselves seeking a partner that could design a more predictable and exceptional customer experience that resolved issues with the first interaction.

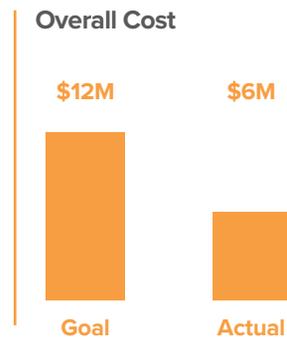


## THE SUTHERLAND TRANSFORMATION

Sutherland transformed the customer experience for our partner by mapping, designing, and deploying digital interactions and automation. Sutherland leveraged its 'digital agent,' deflecting and automating 75,000 customer password resets per month for email and Wi-Fi, which care agents were manually handling over the phone. Sutherland also provided 100% adherence to our partner's processes and compliance with its strict security policy. Sutherland's 'digital agent' maintained empathy, sense of humor, and passion during customer issue resolution much like a human, increasing adoption and engagement vs. an interactive voice response (IVR). This transformation enabled our partner to save 50% in operating costs.

## PARTNERSHIP RESULTS

- Reduced overall costs by 50% through automation
- Improved customer satisfaction by reducing hold-time and resolution to zero level and 100% resolves through digital agent
- 10% improvement on employee retention, and 25% in satisfaction by reducing repetitive and less challenging work
- Improved overall compliance with federal requirements resets



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 19 countries around the world.

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