

How to Thrive During an Economic Recession Effectively Leveraging Partner Relationships

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Convergys At A Glance

- 75,000+ employees serving customers in 70+ countries, operating in 35 languages
- Over 1 billion annual interactions
- 84 customer contact centers worldwide, plus service and data centers in the U.S., Canada, Latin America, Europe, and AsiaPac

*re-la'tion-ship man-age-ment n.,
The enterprise-wide practice of
optimizing how an organization
interacts with its customers and
employees to drive more value
from those relationships.*

6 of top 10
Technology Companies



Reconsider Vendor vs. Partner



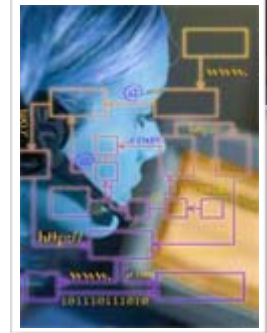
Many companies are taking advantage of economic times to make broad changes



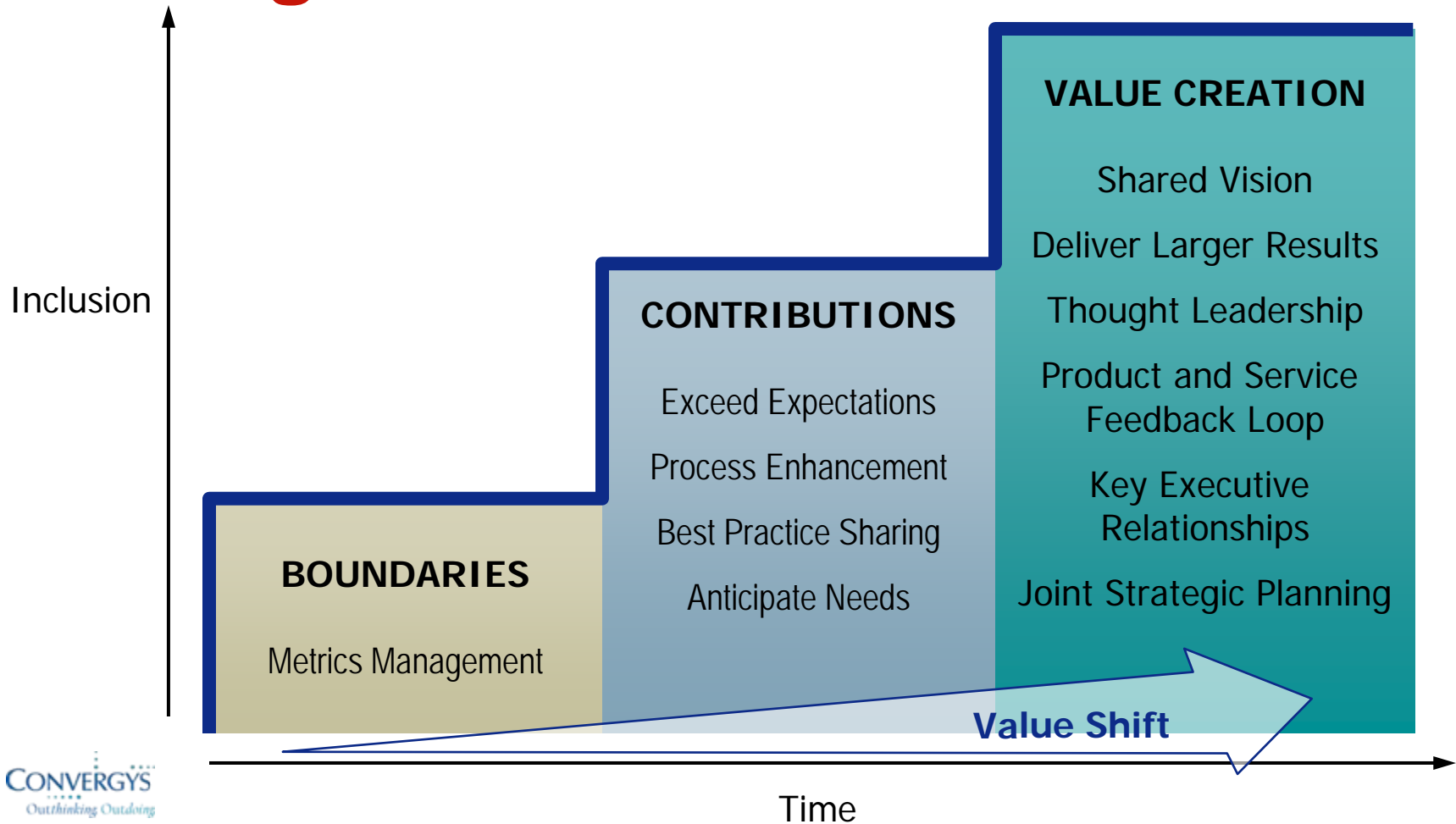
Find the line between core vs. non-core functions and reconsider the opportunity a strategic partner can provide



Focus on strategic partners that can anticipate your challenges and come to the table with creative solutions for your business priorities

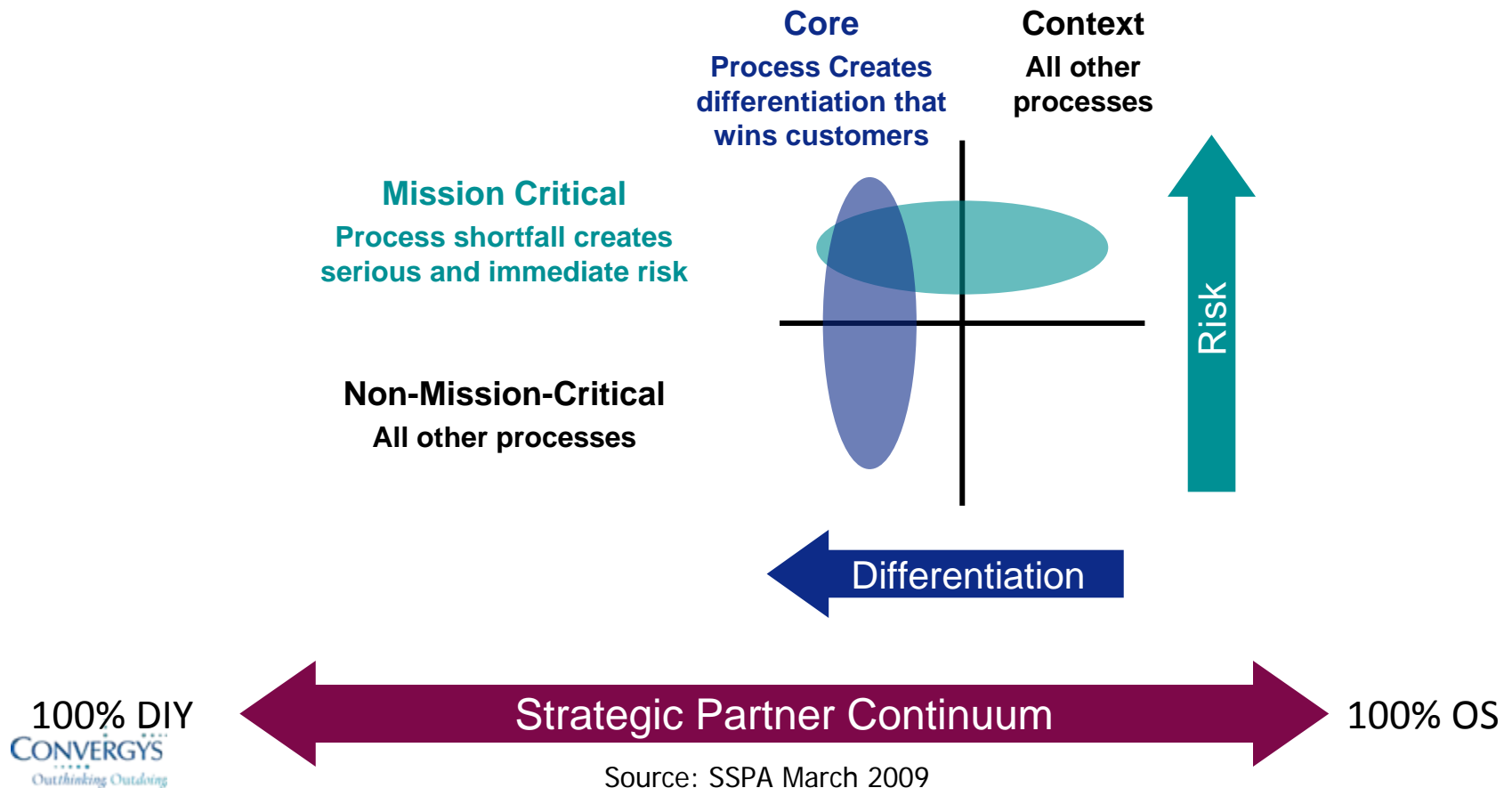


Getting the Most Value from a Strategic Partner



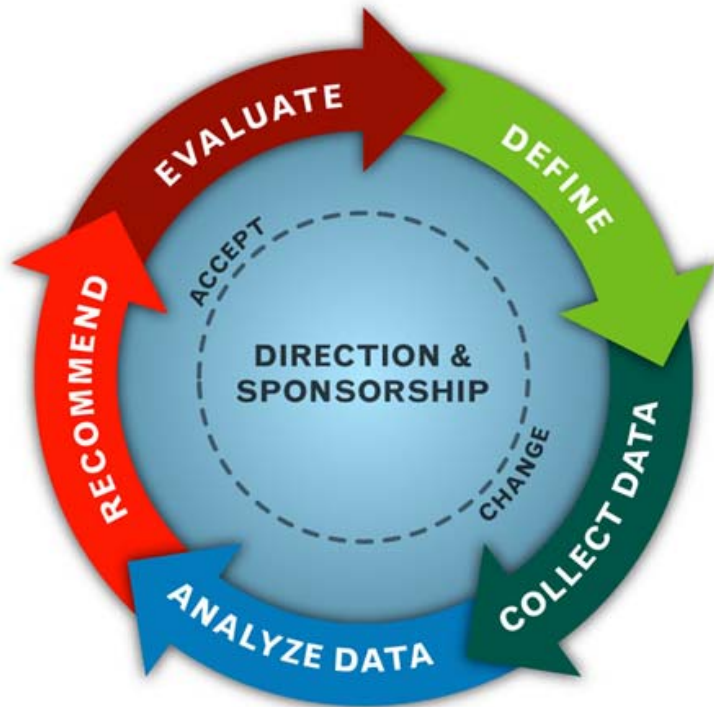
Reconsider Core vs. Non-Core

Core/Context Analysis Framework



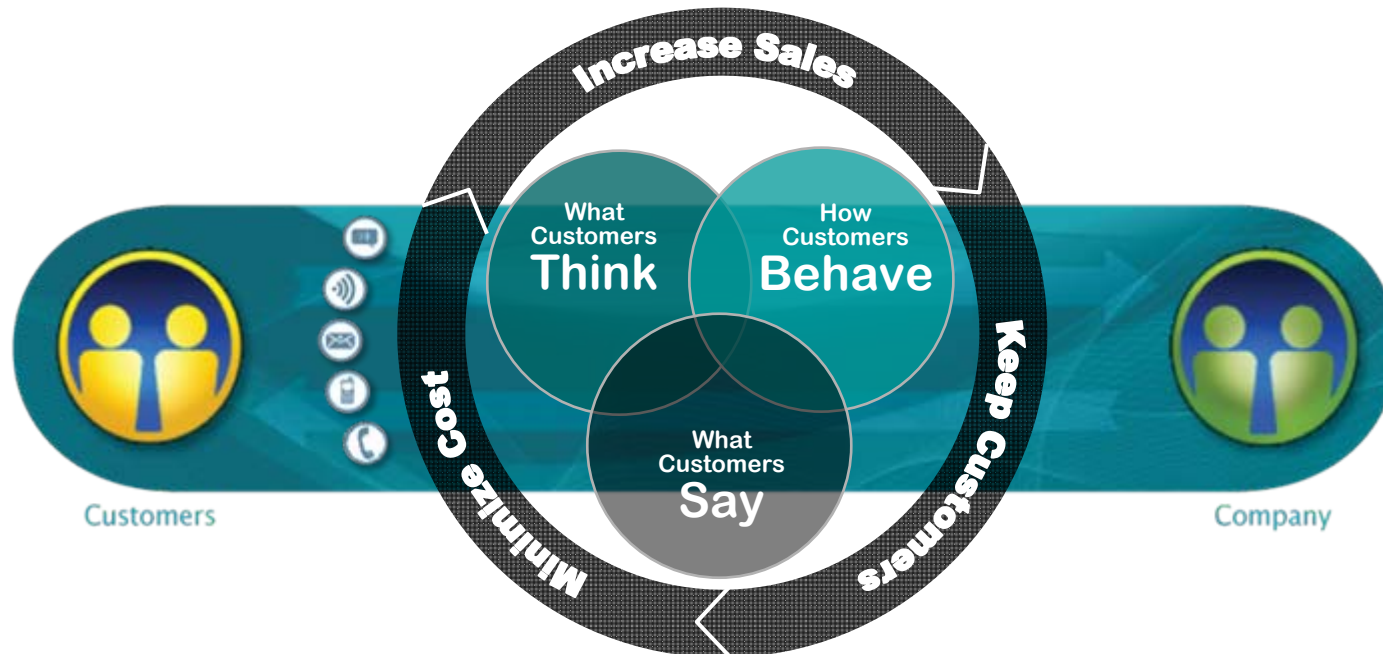
Optimizing Core Business Processes

Outside-In Methodology



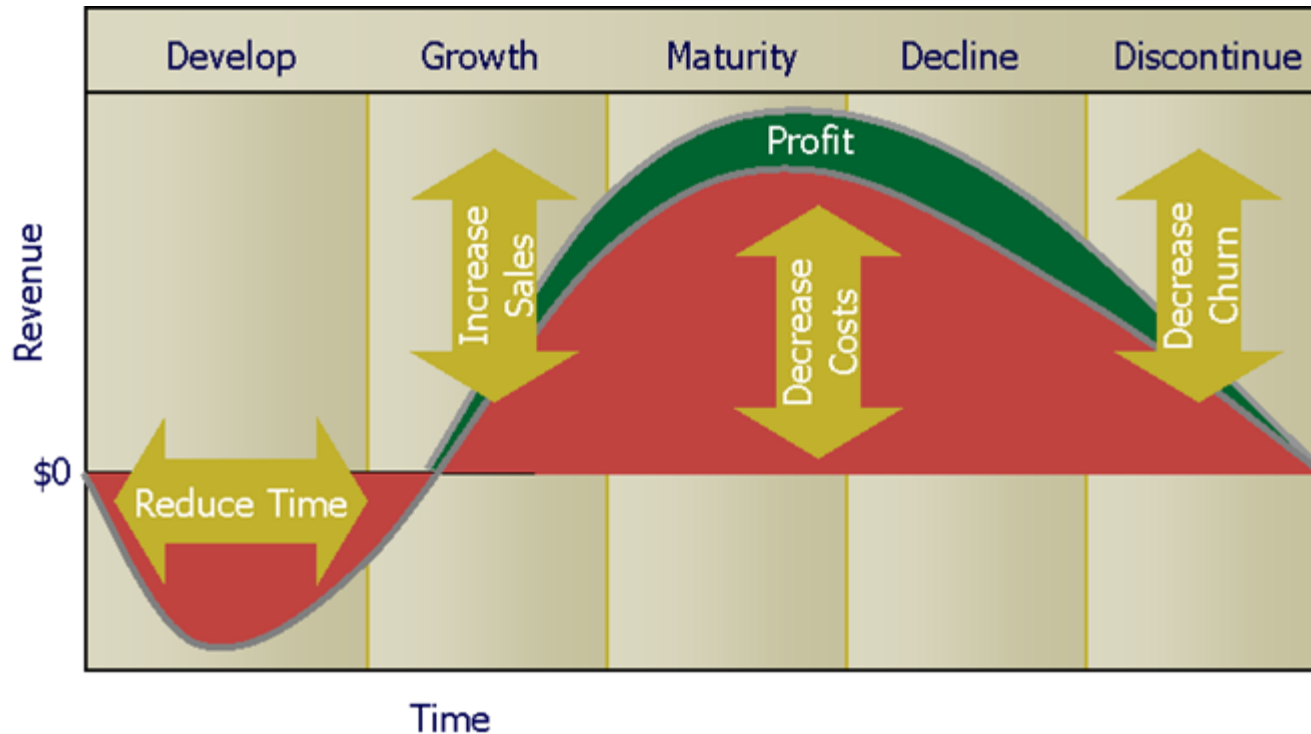
- Complete **end-to-end** business process analysis
- Identify **gaps** where expectations are not being met
- Identify business drivers: revenue, cost, retention
- Actively collect: **think, act, say data**
- Parse information that quantifies **unmet** expectations
- Parse information that quantifies **suboptimal** cash flow
- Identify **links** between data elements
- Determine statistical/quantified **value** of **solving** issues
- Use leading practices / CVG knowledge to solution
 - > increase sales, increase retention, decrease cost
- Calculate the **complexity** of delivering solutions
- Develop a **customer-driven roadmap**
- Implement the capabilities
- **Measure** the impact through **think, act, say** analysis

Quantify and Measure Core Business Processes



Understanding that Drives Outcomes

Optimized Core Processes = Cash Flow



Cash IS King in 2009

Key areas to extend partner relationship



Revenue Generation Activities



Complex Technical Support



Geography – Right Shore Solution

New Technologies – Create Contact
Center of the Future

Extending Partner Relationship

Global Networking Company

- Increase revenue through renewals of service contracts
- Convergys built inside sales team that grew from 5 employees to more than 600 people serving the company around the globe

Revenue Generation



- Convergys team booked **\$1.3 billion in contract renewals** in FY 2008
- Accounts have grown from \$7,000 annual value to under \$450,000 today
- Cost-of-sales consistently under 1.5%



Leading Provider of Infrastructure Solutions

- Supplement workforce for advanced, complex technical support
- Convergys provided highly skilled engineer team to provide 24X7 account management, troubleshooting

Complex Technical Support



- Provide troubleshooting for complex hardware products
 - Firewalls, routing, security
- Multiple operating systems, additional hardware, required configuration testing



Worldwide Software Developer

- Manage Costs
- Maintain service quality and customer satisfaction while shifting support offshore
- Partnered with Convergys to deliver outstanding technical support out of India

Right Shore Solution



- 14% in customer satisfaction
- 16% improvement in first call resolution
- Six Sigma processes



Contact Center of the Future

Training Tools

1

- Knowleagant
- Interactive agent training and critical update tool
- Service and revenue generation activities key

Rules-Based Engine

2

- Convergys Dynamic Decisioning
- Agent time-and-action recording and analysis tool
- Phonetic-level voice analytics call data mining tool

New Technologies

3

- Voice data mining tool
- Agent time and activity analysis tool
- MaintenanceNet data aggregation software

Provide Cutting-Edge Technologies

Knowleagent Training Tool

- Interactive agent training and critical update tool for agent training:
- Schedules computer-based training modules to take advantage of agent downtime
- Delivers selected modules to agent desktop, assures satisfactory completion



Convergys Dynamic Decisioning

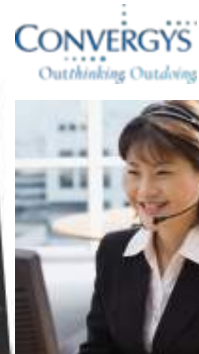
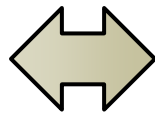
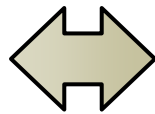
- Rules-based engine
- Improves customer experience across all contact channels
- Increases revenues with better-targeted upsells and cross-sells
- Improves loyalty and retention with more effective save offers
- Reduces cost-to-serve through improved efficiencies

Newest Partner Technologies

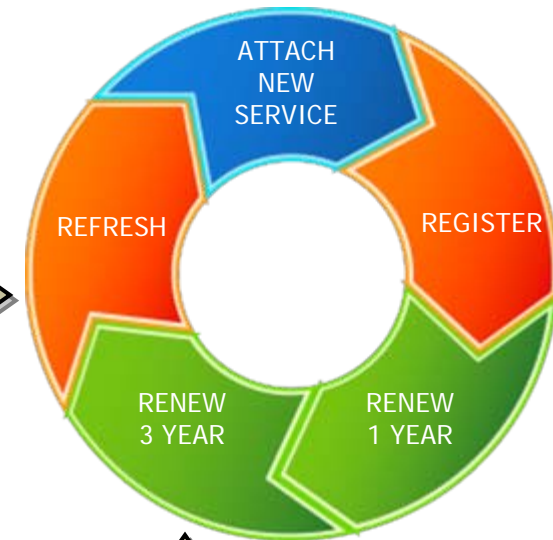
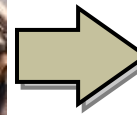
- Agent time and activity analysis
 - Tracks every agent action; delivers actionable insights into opportunities to improve efficiency
- Voice data mining - identifies and flags words or phrases
 - Identifies new issues arising in customer calls
 - Data input to DDS to drive cross-sell/upsell offers

Example: Convergys and MaintenanceNet Solution

Integrated Service Contract Sales Solution



Sales Professional



Customer



Accelerating your service contract sales revenues!

Key Takeaways



Use best practices of a strategic to show you how to redefine core vs. context



Extend reach of strategic partners into areas formerly core to manage costs and generate revenues



Leverage newest technologies to understand how you can become more efficient, maximize value and be the most cost effective

Q & A

“ [Top companies are using] the economic downturn as a moment to **make broad changes**. This is a time when nothing should be considered a sacred cow. ”

—NY Times February 2009

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