

# Our Customer Service Solutions

An End-to-End Solution that Ensures Exceptional Customer Care.

Publishers today are faced with the challenging task of providing additional services to their internal and external customers while simultaneously maintaining existing service levels for their current activities – and all with the same or reduced budgets to do so. SPi's total customer service solution provides publishers with the ability to meet these increasing and often conflicting demands while maintaining the highest level of quality customer care.



Customers today demand a quick, efficient, and seamless resolution to their service related questions and issues regardless of product line, geography, or time zone, and they expect to be able to communicate their questions and issues via telephone, e-mail, or even IM. Publishers are faced with the challenge of meeting these increased expectations, especially for electronic and web-based products, while simultaneously figuring out how to fund the expansion of services that they must offer with the same or smaller budgets.

SPi combines its deep domain knowledge of the publishing industry with its global resources and latest technologies to provide publishers with a comprehensive end-to-end customer care solution that includes both voice and back office transaction processing services. We routinely provide these services to some of the largest commercial and not-for-profit publishers in the STM market. From order processing to journal claims and from book returns to help desk support, SPi's customer service agents work around the clock to make sure that your customers' needs are not only met but also exceeded.

*Turn this page to see how SPi can support you in your customer service operations.*

Solutions  
People  
Innovation

 **SPi Global**

## Industry Recognition

“No 1 Service Provider in Print and Publishing Outsourcing”

– 2009 Black Book of Outsourcing.

“Top 5 BPO Provider in Document Management Services”

– 2010 Global Outsourcing 100, International Association of Outsourcing Professionals

“Top 10 BPO Provider in Media and Entertainment Services”

– 2010 Global Outsourcing 100, International Association of Outsourcing Professionals

“Vendor of Choice”

– 2009 Emerging Markets Supplier Report, Everest Research Institute

“Excellence in Non-Voice BPO”

– 2010 International ICT awards, Philippines

## Why SPi?

Experience. Three decades in the business.

Expertise. Deep domain knowledge – 300 customers.

Scale. 14,000 employees in 26 locations across the US, Asia, and Europe.

Best Practices. ISO 9001:2000, ISO 27001:2005, Six Sigma.

Technology. 120-member technology team – customized tools.

Resources. Parent owner is PLDT, a NYSE-listed company.

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## Back Office Support

SPi can handle many of the time-consuming and routine transactions that are an integral part of every publisher's customer service operations.

Some of the processes that SPi regularly supports include:

- Order processing for new subscriptions, renewals, cancellations, trials, and other marketing offers.
- Journal claims processing from both subscription agents and direct from customers.
- Books returns from wholesalers, retailers (both brick & mortar and online), and direct from customers.
- Database maintenance activities like data de-duping, address changes, data hygiene, and pricing updates.

## Help Desk Services

Publishers are routinely being asked by their users to provide additional support for their e-Products, e-Services, or e-Applications. Despite the relative ease of use of these products and applications, users still regularly need additional help. SPi's robust Help Desk offering provides publishers with an easy way to ensure that all queries coming from their online applications or content management systems are quickly and efficiently addressed.

Our Help Desk Services include:

- Handling routine queries, typically via phone or e-mail, through templated responses.
- Troubleshooting basic technical problems.
- Processing administrative requests including subscription verifications, password resets, login queries, etc.
- Online tutoring focusing on how to navigate specific applications, products, or portals.

## Call Center Services

For publishers looking for a comprehensive call center solution, SPi offers a wide array of high quality services. Our voice capabilities strategically compliment our back office support and help desk solutions, and our fully integrated delivery platform provides clients with the flexibility to pick and choose the channel that best meets their call center environment needs, whether that is voice, email, fax, chat, or web-based support.

Leveraging the diversified and extensive fiber optic network offered by our parent company, the Philippine Long Distance Telephone Company, as well as multiple international cable routes, 24 x 7 Network Operations Center, and US Points of Presence managed by Nippon Telecoms Japan (NTT), we guarantee our clients full redundancy, reliability, and robustness in our global connectivity systems.

Our Call Center Solution includes:

- Inbound customer care.
- Inbound technical support.
- Inbound and outbound sales.

## The SPi advantage

SPi blends its expert customer service capabilities with its rich domain expertise in publishing to provide customized customer service solutions for publishers.

The benefits of choosing SPi as your customer service partner include:

**Scale:** SPi has over 7,000 customer service agents across seven facilities in the Philippines, making it easy for us to handle both your day-to-day work, as well as any seasonal and activity-based peaks in volume you might have.

**Processes:** Our well-established processes are executed by experienced customer service representatives and backed by a robust set of reporting tools – ensuring that you are able to easily monitor all outsourced customer service activities.

**People:** The strong service orientation of the Filipino workforce and command of the English language combined with our global delivery platform allows us to meet and often exceed even the most challenging of SLAs requested by our customers.

**A customer service partner you can rely on.**



www.spi-global.com