



## CLIENT DESCRIPTION

ICON's client is a global leader in education technology software and hardware. For more than thirty years, they have been helping teachers teach STEM (science, technology, engineering and mathematics) subjects in classrooms across the globe. Their award-winning range of calculator devices are essential educational tools for creating engaging and transformative educational experiences.

## MOTIVATION FOR CHANGE



The supplier was increasing costs without offering additional ways to improve SLAs or KPIs.

They also found it challenging to provide a wide range of native-level multilingual talent.

Despite operating on the front-line of customer interactions for the brand, the previous supplier was also unable to offer sufficient mechanisms for feeding back improvements to the client's operations from customers.

**These factors combined to provide the client with a compelling motivation to find a new supplier more aligned with the premium service levels expected of their brand.**

## WHY ICON?

- 01 Experience**

The client identified ICON's experience in undertaking similar technical support roles for global brands within its pedigree; this experience gave the client immediate access to proven processes and procedures.
- 02 Location**

Prague offered a rich talent pool thanks to its geographical location and attractive lifestyle. Having a single hub that was capable of supplying the required languages also provided the client with a simplified operational model.
- 03 Additional Value**

ICON understood how correctly implemented feedback processes from the customer to the client could deliver additional value to the client's product improvement life cycle. The client saw ICON as a proactive partner in the cooperation; a partner that would drive the relationship further and squeeze additional value at every opportunity.

## RESULTS

The client's technical training materials in conjunction with ICON's customer care methodologies created a highly-efficient team of agents capable of the full gamut of technical support activity required. This comprehensive activity included assisting with software updates, fault-find hardware issues, devices and operating system capability problems, license activation, and more.



ICON's online Learning Management System continually upskilled the client's outsourced workforce to improve customer interaction SLAs and KPIs. Bespoke resources were created in line with the agent's specific responsibilities.



The expertise that ICON gained into the client's product range made them an essential link in the pre-release testing of new software and hardware. They were also entrusted with compiling deep insights into product usage and customer support feedback to drive product improvements.



## BONUS

**The client expanded ICON's role to include multilingual sales and marketing activity across the EMEA region. This further strengthened ICON's service supply as the client had a stronger link between its sales and product development arms.**

**Previously, when the client's sales team had requests for new features from educational institutions they did not have the tech-specific market knowledge for efficient change implementation. Thanks to its dual role of sales and technical support, ICON could bridge this gap and be an incredibly effective vehicle for change management for the client's key products.**

