

Sutherland global services is a financial corporation marketing essay



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For any business excellent customer service is the income. Bringing back the customers is the best customer service. And in relation send them away pleased - happy enough to pass encouraging criticism about the business alongside others, who may perhaps then attempt the merchandise or service you recommend for them and in turn into repeat clients. You can offer advancement and cut prices to bring in as many fresh customers as you want, but unless you can search out some of those customers to come back, there will no profit for a long time in your business. If the firm truly wish for having good customer service, all you have to do is make sure that your business constantly does these things:

Respond to the customers' phone call.

Don't give the customer promises unless you will fulfil the promise.

Listen to your customers patiently while they are talking and make appropriate responses to show the customers that we are listening.

After listening to the customers' issue, we have an idea how to deal with complaints.

Be helpful towards the customers even if there are no instant financial gains in it.

If you have any staff, give training to be always supportive or helpful, knowledgeable, and chivalrous.

By taking the extra steps does not mean that you have to tell the customer to search for it, you have to guide them to the right path and wait if they have any queries.

Throw in some additional information about the product that the customer buys.

Following these eight steps, ones business will be known for their good and excellent customer service. The irony of the excellent customer service is that this will increase the number of new customers is the best part. (Ward 2010)

For dealing with the customer service, I have opted Sutherland Global Services for doing the research, as the firm is widely known and personally I was a member of the customer service team in this BPO firm.

SUTHERLAND GLOBAL SERVICES

Sutherland Global Services is a financial corporation headquartered in Rochester, New York. There are 22, 000 employees employed in this business process outsourcing firm and operations in seven countries including India, the Philippines, Canada, Mexico and Bulgaria. Sutherland cherishes their customers or clients as their business companions. They are enthusiastic and keen to provide the highest quality service to the customers and will treat their target and objectives as company's own. The firm will boost their aggressive benefit by constantly higher than the expectations.

Sutherland Industries:

Globalization, expertise promotion, lesser telecommunications expenses, and the adulthood of outsourcing facility providers are motivating companies to influence business process outsourcing (BPO) as a tactical move towards the enhancement of efficiency and taken as a whole functional efficiency.

Industries that serve a large number of customers are the most important beneficiaries of a BPO. Because of the physical scenery of the business processes that are mandatory to attain, sustain and retain their customers, companies in these industries are outsourcing a variety of customer-facing and back-office operation.

For more than two decades, Sutherland Global Services has built and managed outsourced operations for 1000 companies' crossways numerous industries. Over the course of 20 years of experience, Sutherland has urbanized a demonstrated method for supervising outsourced operations that is applied to BPO whereabouts athwart any industry. By sternly clinging to this evolution on each commitment, the company is able to trim down start-up and changeover endangers, accomplish beleaguered objectives more rapidly, and run a more reliable steady-state operation on the clients' behalf.

Sutherland offers specialized BPO services for the following industries: (i)

Retail/e-Retail (ii) Insurance (iii) Mortgage

(iv) Banking/Financial services (v) Healthcare (vi) Telecommunication

(vii) Technology (viii) Energy/Utilities and (ix) Travel and hospitality.

Retail/e-Retail: Retailers function in a globe of tremendous market volatility, cost pressure and supply-chain intricacy. Sutherland supplies incorporated customer-facing and significant back-office support services to a high-speed increasing roll of key leaders in the vend space. Sutherland's services are geared in the direction of conventional trade, online/e-commerce and direct to customer oriented companies looking for an incorporated resolution. For each client or customer, the firm designed a personalized explanation built just about their explicit needs - together with safety, skill and equipment, procedure, quality and exposure. Leveraging the firm's field knows how, expertise, processes, and infrastructure, Sutherland helps worldwide retail firms concentrate on end-to-end dare.

Insurance: Sutherland furnishes public and private Insurance companies an end- to-end scheme to perk up their functioning efficiencies and enables them to vie more capably which in turn facilitate them to innovate and generate a eternal aggressive benefit. In particular, Sutherland delivers:

cost lessening and a changeable cost replica

income increases through various allocation channels

go around time upgrading for field force and members/consumers

the aptitude to bring a steady customer skill

Mortgage: Mortgage originators must productively deal with outlay in the phizog of altering technological, operational, and personnel demands.

Sutherland's Mortgage Origination services drastically lesser the risks and

expenses linked with a multiplicity of business processes rise above the
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entire instigation sequence. Sutherland can considerably improve a lender's output, customer satisfaction, and income generating occasion.

Banking/Financial services: Financial or Banking services companies in each section are beneath strong stress to stay on beneficial. Customer expectations keep on increasing as business leaders features expenditure challenges. Sutherland Global Services suggests a BPO model for contact centre and back-office processes. Delivery options comprise North American aground, work at home, offshore service delivery via the facilities in the Bulgaria, Canada, India, Mexico, Nicaragua, Philippines, United Kingdom and United States.

Healthcare: Generally in customer-focused industries, Health Insurance companies are appraising tactical sourcing alternatives that will consent to them to improved control costs, diminish resource expenditures and get better level of overhaul they deliver to their customers. One way, Health Insurance companies can achieve these objectives is to deem choosy Business Process Outsourcing (BPO) for definite sales, customer service, claims organizational and back-office processing functions.

Technology: Sutherland has about two decades of experience with building and controlling sales, advertising and customer support operations for the technology industry. Sutherland Global is branded and recognized in the industry for knowledge, realm skill and track-record of grades working with some of the most flourishing names in the hi-tech industry.

Energy/Utilities:

Travel and Hospitality: Sutherland understands that travel and hospitality companies' functions multifaceted organizations with many global business units overseeing separate P&L responsibilities. As business and individual journey experience stable quantity increases, every company faces passionate rivalry to supply astonishing customer service while controlling outlay. Companies must swiftly take action to varying consumer demands, which requires liveness and flexibility in operations, customer relationship management and back office processes.

Telecommunication: It habitually seems hard to locate a business with the aim of more competitive than telecommunications. Service providers are quickly escalating an innovative service skill and insistently entering fresh markets, blurring the lines connecting voice, data, cable, IP and wireless. Exceptional cost and rigid pressure is making it trickier for providers to nurture market share and deal with a healthy profit image.

For numerous telecommunications service providers, outsourcing definite client contact centre and back-office procedure is a reasonable and significant way to stay competitive and nurture their industry. That is why the top telecommunications companies have trusted on Sutherland for more than a decade to experience a variety of aspects of their customer lifecycle management errands.

Sutherland's has formed for the following types of service providers for outsourcing services for the telecommunications industry. Those are as follows:

- Traditional wire line

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- Wireless/mobile
- Cable
- Satellite
- Data network operators
- Internet & online service providers (Sutherland Global Services 2009)

Research Questions

Why Sutherland Global succeeds?

How others make benefit?

How does Sutherland Global make impact on various sectors?

Research Objectives

It is very essential for a company to make a good relationship with the customer and the company. This should be the main motto of the company to make a customer happy after getting solved all the issues of the customer. The important factor to set up nonstop or long term achievement is by giving importance to the customers. The main advantage of the company is to deliver quality services to customers and will certainly increase the selling opportunities for a happy customer. By this the company will grow autonomously. Some companies only focus getting new customers and ignore the value of the old customers. They forget that these old customers has helped them the chance to grow. They knew that getting new clients instead of the old ones will be more profitable. But they forget that

generating new clients will be more expensive than they are already in the asset. (Customer Service BPO 2008)

Customer service always helps to make an industry more profitable. By keeping the old customers and gaining new ones, brilliant customer service is crucial to any business replica. Human resources professionals must be able to give explanation for the importance of customer service teaching and extract from organization broad support for a complete programme. (Reheer 1999)

Research Philosophies:

The researcher establishes assumption, examines and analyzes the active facts and synthesizes the substantiation into a feasible hypothetical sculpt. Nuisance dealing with objectives, syllabus, course content, desires and style are but a small number of the vital issues that can be determined only through the theoretical or philosophical mode of crisis solving.

Even though a few authors give emphasis to the distinction among science and philosophy, the philosophic process of study follows fundamentally the similar steps as other methods of technical means of solving. The philosophic approach uses systematic facts as the foundation for formulating and test to do research suggestion. (Jerry R. Thomas 2005)

Literature Review: Why chosen BPO for Research Method?

Business process outsourcing or else recognized as BPO is the procedure of leveraging skill vendors in a variety of third worlds or developing countries for doing a career which was on one occasion the dependability of the

venture. Or in simple thoughts, it is the method of shifting an internal occupation practice to an outside or external corporation which might have an entirely dissimilar ecological locality. The reassigning of internal business processes, for instance, customer relationship organization, investment & secretarial, human resources and acquisition , to an external service source that improves these processes and administers these functions to an approved service criterion and, classically, at a abridged expenditure.

In general, the processes being outsourcing as division of BPO are backend works like call centres, medical transcription, billing, payroll processing, and data entry and so on. Most of these jobs are outsourced by first world nations like USA and UK to third world nations like India, Philippines, China, Malaysia and some eastern European countries. These nations have a good number of English speaking youth who are given accent and job related training before they are inducted at a salary which is much lesser than what their counterparts in first world nations would require. This allows first world organizations to get advanced profits and offer improved services by lowering the prices and by recruiting more work than they could possibly do. In addition to promoting the first world nations' economic standard, business process outsourcing has also benefited third world nations by generating much needed jobs.

In the early days, BPO typically consisted of outsourcing processes such as payroll. Then it grew to take in employee reimbursement management. Now it includes a number of functions that are measured “ non-core” to the primary business strategy. Now it is common for organizations to outsource fiscal and management processes, human resources functions, accounting

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and payroll and call centre and customer service performance. These outsourcing deals commonly engross multi-year contracts that can run into hundreds of millions of dollars. Frequently, the people performing the work within for the client firm are transferred and have converted into employees for the service provider. Leading outsourcing service providers in the BPO fields include US companies are Sutherland Global Services, IBM, Accenture, and Hewitt Associates, as well as European and Asian companies Capgemini, Genpact, TCS, Wipro, Infosys and many more and some of which also dominate the IT outsourcing business. (Ritu Thapar. 2010)

PROBLEMS OF RESEARCH METHOD: ETHICS

Business ethics is fairly ancient as a subject of personage and social apprehension, but it is comparatively newly fangled as an area of social logical analysis. The late 20th century was a deafening instance for business ethics. (Treviño and Weaver 2003)

Limitations of doing research:

No access to information: As doing the research, there was any access to information while browsing because of the company policy. The firm will only give access to their company policy only if it helps their employees, agents and trusted third party service providers. (Privacy Policy, 2010)

Lack of knowledge: It could be difficult completing the coursework with no knowledge about the sector or subject you have chosen.

Resistance in companies and people for sharing knowledge