



LG – Life’s Good.

1. LG - Introduction

LG Electronics, Inc.(LG) is a global leader and technology innovator in consumer electronics, home appliances and mobile communications, employing more than 82,000 people working in 114 operations including 82 subsidiaries around the world. With annual worldwide revenues exceeding \$40 billion, LG Electronics comprises five business units: Home Entertainment, Home Appliance, Air Conditioning, Business Solutions and Mobile Communications.

LG is one of the world's leading producers of mobile handsets, flat panel TVs, air conditioners, front-loading washing machines, optical storage products, DVD players and home theater systems..

LG – Vision:

Global Top 3 by 2010

LG Electronics is pursuing its 21st century vision of becoming a true global digital leader that can make its customers happy throughout the world by means of its innovative digital products and services. LG Electronics has set a new mid-term and long-term vision, aiming to achieve a position as one of the top three electronics, information, and telecommunication firms in the world by 2010.



2. Challenges faced by LG in house call center :

As LG had their in-house agents answering to the customer they faced couple of challenges that has been listed below

- a) The in-house agents had to answer enquiries or register complaints of the customer over the telephone and they had to answer both English & Arabic customers.
- b) During new product launch of LG or a promotion event, a volume of incoming calls would then stream in. In this situation the LG is forced to hire more employees to handle the sudden influx of call, or spend much on upgrading equipment for operations
- c) In-house database maintenance incurred high operating costs especially when they have to upgrade the system.
- d) Operating contact centre was not the core business for L.G. , they were diverting their skillset from providing the best in electronics to operating contact centre.

3. Need for L.G. to have an outsourced contact centre in Qatar :

Operating an in-house contact centre required special skill set and L.G. was looking to outsource the non-core yet vital activity to some competent outsourcing partner.

Below mentioned are some of the vital points that they wanted to outsource the contact centre services:

- a) Non core business activity.
- b) Lack of sufficient know how in operating contact centre services, and lack of infrastructure to support sudden call volume.
- c) Lack of skilled manpower with soft skills in handling customer queries and escalations.



4. Spanco Golden Key Solutions - Expertise :

Spanco GKS has the expertise in operating contact centre for various clients in Qatar.

Following are few of the USP's of our contact centre operations:

- a) Fully functional contact centre premises equipped with the latest gadgets.
- b) Round the clock technical support and disaster recovery site.
- c) Experienced and world class trainers to disseminate knowledge.
- d) Customized CRM solution for capturing valuable customer information.
- e) Multi step IVR (Integrated Voice Recording) facility.
- f) Bilingual and contact centre trained customer service executives.
- g) Local employees who understand the local culture and customs.



5. Activities done by Spanco Golden Key Solutions :

Following are the two major activities that SGKS is currently rendering to L.G.

Phase 1 : Inbound Customer Care

- Registration of customer complaints for any break down of home appliances.
- Answering customer queries on product, price and showroom address.
- Registration of service calls for annual maintenance of air conditioners.
- Providing status information on repairs and servicing of appliances and other electronic goods .
- Upselling and cross selling on products to customers.

Phase 2 : Outbound calls

- Happy calls made to customers to check the satisfaction level on the service delivery done by L.G.
- Co-ordination between technician and service centre for effective delivery of service.
- Coordinating with customers to schedule technician visit for service delivery.



6. The Way Forward :

April to October is a peak season for L.G, the SGKS contact centre would be experiencing this peak season for the 1st time.

Spanco GKS and its team is geared up to tackle the peak season.

With an expansion plan on the table, the contact centre would be handling as many as 500 – 600 calls on a daily basis during the peak season.

Managing customers and coordinating between the technicians and service centers would be one of the challenges that the contact centre would face during the peak season.

The contact centre is completely geared up to handle all calls to deliver a great customer experience.