

**airisX Limited**

# Case Study #7

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<b>Solution group</b>	Business Services
<b>Solution offering</b>	Managed Services
<b>Project name or title</b>	CONFIDENTIAL

**Case Study for CONFIDENTIAL**

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**Company profile**

*Client 7* is a popular video game streaming app that functions as a companion to their web/software based service within the eSports space. The app leverages free advertising based viewing, subscriptions, in-app purchases. App users are able to save their favorite streamers, watch on-going tournaments, see points and bracket standings, and search for new video game streams. The service has a strong international presence with dedicated staffing within multiple regional offices.

**FURTHER DETAILS:**

- Popular eSports viewing app
- Strong continued growth in a growth category
- Revenues in 2016: \$250M
- Multilingual text support
- 24 full time customer experience agents

**Business situation**

*Client 7* had 24 Customer Experience agents located within their regional office, supporting English, Spanish, Mandarin, Korean and Japanese. Additionally, they had 2 Supervisors and a Manager that oversaw the support team. Average per hour rates per Customer Experience were US\$18.25 (excluding Supervisors and Manager). The cost of support was further driven by facility space, IT, taxes, benefits and other expenses. Including these additional costs, the per hour rate was near \$33.00. The client had grown very quickly over the past several years and was looking to minimize their support cost center expenses and consolidate support functions in a vendor that could meet their varied and expanding needs.

airisX reviewed the client's organization and identified a number of areas that would provide the client's continued expansion of their Customer Experience team while minimizing costs.

**Solution Overview**

airisX Limited provides high quality, low cost offshore solutions. The client had a good working solution in place, with good documentation and tools. airisX was able to work within their existing process and simply provide a comparable solution at a lower rate. Additionally, airisX was better able to expand the team through dedicated recruiting within the space.

The client agreed with the airisX findings, and requested an immediate migration of the positions to the proposed managed solution. A transition plan was identified and the airisX implementation team migrated the services to our Service Delivery team for on-going support and service.

## **OUTSOURCED CUSTOMER EXPERIENCE**

*Client 7* was supporting their customers from internal staff at their regional offices, which were already reaching capacity, and were outside the predicted budgets the customer had for their support needs. Additionally the requirement to support the internal tools and IT for these staff was further going to stress internal resources beyond their current office and other resources could handle as expected team size is to double over the next 12 months.

Since the client migrated their entire support team to airisX, we were able to provide an exact replicated structure that reduced overall costs, including infrastructure, management and other expenses down to \$18.25 per hour total.

## **Benefits**

*Client 7* has been able to access a scalable solution that is optimized to their budget goals, while they focus on their core business activities, knowing that an expert Customer Experience team is safeguarding their client relationships as well, if not better, than they were able to do in house. In addition to the cost and efficiency gains, they are able to better tap into a diverse staffing pool through airisX recruiting and hiring.

## **Products and services used:**

- Transition Team and On-going Account Management.
- Managed Customer Support Services.
- *No third-party products or services used for the solution.*

## **Services provided by other groups or companies:**

No third-party products or services used for the solution.