



## White Paper

Without a doubt the big winner in most customers' eyes is still being able to discuss their issues and ideas with a service agent face to face or on the phone. Gender and age make little difference in the delivery of a good Customer Service Experience, but in the same vein appropriate processes and technology need to be deployed to release humans to carry out the high value, high return tasks in the customer service value chain.

With changing trends and expectations in today's market place, it should come as no surprise that providing the best possible customer service is a critical factor in a company's ability to compete in its sector and grow profitably. By understanding what customers expect, need and want when dealing with service agents and making the constant changes and tweaks necessary to always and consistently accommodate customer needs and preferences, forward thinking Organizations will be better poised to achieve the best performance by offering the branded customer experience that is critical to building and moreover maintaining strong customer loyalty and higher lifetime customer values.

The twenty four hour society we now live in impacts our objectivity heavily, making our understanding of situations critical to our sanity. With more human interaction and less mechanical intervention on the Customer Service front, most companies will thrive in their respective markets. This is not to say that technology should be discarded, but methodically put in place to "help" improve the experience altogether.

Horizon Contact Centers is East and Central Africa's first state-of-the-art and fully on demand International Contact Center and Business Process Outsourcing (BPO) Company, offering a broad portfolio of voice and non-voice services to the global market. With a world class facility in Nairobi, Kenya and a scalability to house over 1,200 agents, Horizon is the largest Outsourcing Contact Center in the region.

For more information, visit: [www.horizoncontactcenters.com](http://www.horizoncontactcenters.com).

Copyright © Horizon 2010. All Rights Reserved.

### FOR MORE INFORMATION:

Horizon Contact Centers Ltd  
Gateway Park, Mombasa Road,  
P.O. Box 3027-00506  
Nairobi, Kenya

Tel: +254 (0) 20 698 7000

Email: [info@horizoncontactcenters.com](mailto:info@horizoncontactcenters.com)