



With such a competitive environment, **Entertainment Companies must continuously differentiate themselves**. They also must cater to today's 24x7x365, mobile, texting, tech-savvy consumer—**providing support, marketing, and loyalty programs** in ways that meet customer expectations and keep them engaged.

**Media and Entertainment companies** today seek customer service outsourcing solutions that maximize customer satisfaction and loyalty, drive low cost-per-subscriber rates, and offer robust multichannel services and systems. The consumer is now in charge and that means that as they search for new ways to enjoy their programming they're not afraid to also look for new providers either. Now to retain customers, you need to deliver a customer experience they can't get anywhere else.

Are you  
struggling with...

- ▶ Having to micromanage your current partner?
- ▶ Providing customer support across multiple channels?
- ▶ Providing quality support with well trained agents?
- ▶ Ensuring for your customers?
- ▶ Maintaining high CSAT and NPS?
- ▶ Monitoring and analyzing your social media channels?
- ▶ Maintaining first call resolution?

### Channels We Support

- Voice
- Email
- Chat
- SMS
- Social
- Social Messengers

## We Can Help! Our Proven Results



#### Value Proposition

- \* Our team has experience working with dozens of media and entertainment clients, including top broadcasting and satellite providers
- \* We employ a highly experienced team of tech-savvy associates, serving business and consumer subscribers across all channels
- \* We support media and entertainment customers from across the globe
- \* Our innovative analytics solutions help our clients generate actionable insights and create new revenue streams



#### Successes

- \* First team to launch and maintain a major satellite company's customer care team
- \* Customized and built a robust CRM solution to create efficiencies throughout the customer service organization
- \* Achieved 45% increase in customer retention using predictive analytics



#### Customer Testimonial

'NexGen truly understands our company and our brand. They took the time to not only find ways to improve processes but also understand who are. We feel 100% comfortable in NexGen's hands' -Executive at a Leading Media and Entertainment Company

### We Support

- Broadcasting
- Publishing
- Video Gaming
- Music
- Television
- Movies
- Satellite
- And More!