

# Business Profile

►STREAM INTERNATIONAL

[www.stream.com](http://www.stream.com)

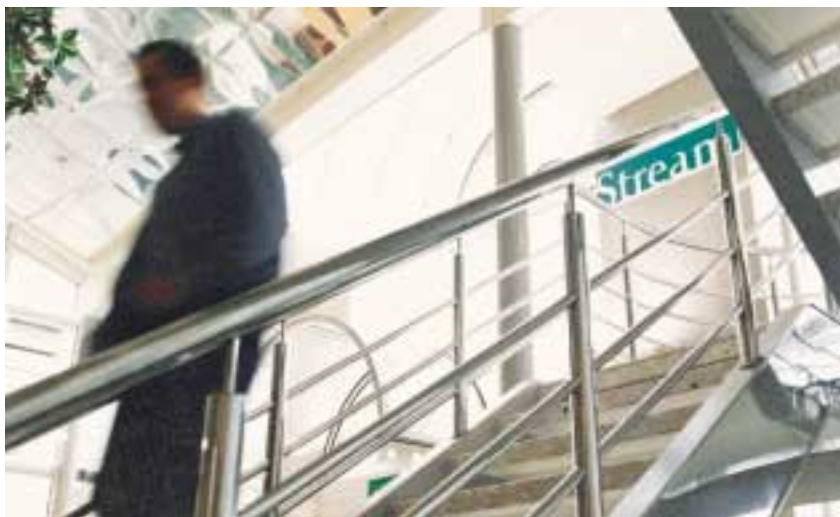


## Customers of World IT Leaders call Londonderry

Who do you call when you've got an IT problem? If you're any one of eight of the world's leading IT companies, the chances are you will telephone or e-mail someone in Londonderry in Northern Ireland.

That's the location of Stream International, part of the Solectron Corporation of California. As one of the world's leading global providers of outsourcing solutions, Stream International employs more than 12,000 people in 23 locations.

Stream was established in 1995 by the merger of Corporate Software Inc. and R.R. Donnelley Global Software Services. The company was then acquired by the global manufacturing and supply chain management services company - Solectron Corporation - in 2001. When the company wanted to expand its eCRM outsourcing business in Europe, it found what it



was looking for in Northern Ireland - a fresh supply of dedicated and highly customer-focused people.

### **Growth**

Stream's site in Londonderry is one of seven European locations, helping to provide technical and customer service support via the

telephone, e-mail and the internet. It is now the second largest employer in Derry, with 650 employees handling around 18,000 customer service and technical support issues each day for the end user customers of eight of the world's leading IT companies.

Customers in the US, UK and the Republic of Ireland contact Londonderry for support on products and services produced by the Microsoft Network; Dell; Hewlett-Packard; Palm; Fujitsu Siemens; Minolta-QMS; 3Com, Compaq, Comet and Psion.

For Stream, it is not just about taking telephone calls. The company has demonstrated an innovative approach to fixing customer technical support issues through the introduction of its Knowledge Base and Emediate suite of e-services to give customers the means to resolve their technical problems through self-help on the web, e-mail and chat.

The company says that as demand for customer solutions mushrooms, more and more problems will be resolved this way.

#### **Talented people**

Steve Moore, CEO of Stream, views the Londonderry operation as one of the corporation's key worldwide reference sites in terms of quality of workforce and the reputation it has gained with its clients.

Through the company's own Stream University, employees are encouraged to continue their training and gain accreditation. The success of this approach meant that Stream was the first customer contact center in Northern Ireland to gain the UK Government's Investor in People Award. Stream was also the first company in Europe to receive the Support Center Practices Award, the



globally recognized quality standard for technical support operators.

Stream's UK and Ireland Managing Director Kevin Houston says: "Success here is fundamentally about delivering world class service and quality. We've been able to achieve this because in Northern Ireland we enjoy the combined benefits of both high employee retention rates and the ready availability of recruits who can be trained to handle both the customer service and technical support requirements of our clients."

#### **A fresh location**

Houston says: "Stream's success is attributable to the foresight and commitment of our US parent company taking its decision to locate in Derry, the support provided by IDB, (now Invest Northern Ireland) the local community and the dedication and commitment of our highly trained and customer-focused workforce."

Stream has been recognised for the advanced nature of the Londonderry operation. At the CRM Industry Awards 2001, held in London, Stream won Best Project of the Year in the Small to Medium Sized Enterprise category.

The judges said Stream "has shown a clear vision in recognizing how important customers are to its business and created a strategy designed to build relationships". They were impressed by the company's results and its plans to develop the project at the Londonderry site across its business.

In October 2001, Stream was once again recognized as one of the industry leaders and awarded the coveted 'European Call Center of the Year Award' for its high quality of customer satisfaction levels, recruitment, training and professionalism.