

AUREON[®]

Case Study

Sharp Corporation

Problem



Supporting a large technology portfolio requires consistent service and deep product expertise. Customers and channel partners expect fast response times,

knowledgeable troubleshooting, and support reflecting the Sharp brand. Maintaining that standard internally would require significant resources. Sharp needed a partner capable of consistent service while preserving product knowledge. The solution needed scale and continuity, with expertise that grows over time.

Solution



The Aureon Contact Center partnered with Sharp to deliver dedicated support for Sharp's AV portfolio and partner ecosystem. The solution includes:

- **Dedicated Support Team:** Long-tenured agents with deep Sharp product knowledge and troubleshooting expertise built over years.
- **Full-Service Technical Support:** Customer inquiries through Level 2 troubleshooting across Sharp's products.
- **Premier Partner Support Channels:** Priority handling for Elite+ partners and high-value customers.
- **Integrated Support Technology:** WebEx and Salesforce for call monitoring and reporting.

“Aureon helps us consistently deliver the Sharp brand experience our customers expect. Their dedication to service excellence ensures every interaction reflects the quality and support our brand stands for.”

— Rob Davis, VP - Solutions and Service
Sharp

Outcome

Since partnering with Aureon, Sharp has seen measurable results backed by 16+ years of continued collaboration and a shared commitment to customer excellence. Through this partnership, Sharp has achieved:

- ✓ **Product Expertise:** Agents averaging 11 years of tenure bring deep product familiarity, enabling faster and more accurate troubleshooting.
- ✓ **Efficient Resolution:** A 2.72-day average ticket closure keeps downtime minimal and issues moving quickly.
- ✓ **Consistent, Scalable Experience:** Standardized processes and flexible staffing deliver uniform service quality across every interaction and volume level.
- ✓ **Internal Focus:** With support handled, Sharp's team stays focused on innovation, product development, and growth.

Key Results



95% Service Level
ensuring customers and partners reach a knowledgeable agent within 15 seconds



4.75 / 5 Customer Satisfaction
reflecting consistent, high-quality support across every interaction



80,000+ Annual Interactions
customer and channel partner contacts managed annually