

SYKES

**NEW HIRE
orientation**

Learner Guide



Welcome to SYKES

Congratulations and welcome to the SYKES team! This is your official Learner Guide for the part of your New Hire Orientation Program that covers SYKES globally.

What's Included in This Guide

This Learner Guide has the following features:

- *Session topics and learning objectives:* These tell you what you should expect to learn from this part of SYKES New Hire Orientation.
- *Session summaries:* These provide the main points of the session presentations.
- *Session activities:* These short activities will apply what you have learned in the session presentations. You will use writing paper that will be provided for your answers and notes; do not write them in this guide.
- *Session assessments:* These short quizzes will test what you have learned in the session presentations. You will use the Assessment Answer Sheet to enter your answers; do not enter your answers in this guide.
- *Assessment Answer Sheet:* This sheet is where you will place your answers to the session assessment questions. You must tear out this sheet from the back of the Learner Guide.
- *SYKES Hotline Sheet:* This is a handy reference sheet with valuable phone numbers from the session presentations. You must tear out this sheet from the back of the Learner Guide.

Session Topics

The following sessions are included in this part of New Hire Orientation, although they may be presented in a somewhat different sequence than listed here:

- Introduction
- Standards of Conduct for Compliance and Integrity
- Proper Use of Technology
- Confidentiality
- Legal Compliance
- Harassment
- Security and Safety

Learning Objectives

After completing this program, you will be able to:

- Describe the SYKES Mission and Vision.
- List the elements of the SYKES PRIDE in Performance Values.
- List ways you can follow the SYKES' Drug and Alcohol Policy.
- Describe how you can comply with the SYKES Policy on Intranet and Internet Use.
- Discuss why harassment in the workplace should not be tolerated.
- List ways to keep Personal Identifiable Information, passwords and confidential information private.
- Describe the proper use of SYKES and client technology assets.
- Briefly describe the reason behind the work badge system.
- Describe the SYKES Zero Tolerance on Violence Policy.

Introduction

Definition of Terms

- Clients are the companies that contract with SYKES.
- Customers are the people who buy products or services from our clients.
- Business process outsourcing (BPO) is the act of giving a third party the responsibility of running what would otherwise be an internal system or service.

What is SYKES?

SYKES is a global leader in providing customer contact management solutions and services in the arena of business process outsourcing or BPO. SYKES is based in Tampa, Florida, but we have customer contact centers throughout the world. We provide services through multiple communication channels like phone, e-mail, web, chat and other channels.

SYKES was founded by John Sykes in 1977 as a small engineering firm in Charlotte, North Carolina, in the United States. We initially provided engineering support services to other engineering firms. In the years that followed, SYKES expanded operations into Technical Support and Customer Care Solutions with the purchase of our very first call center in 1992. In 1996, SYKES went public and began trading on the NASDAQ stock exchange. The company is now led by Chuck Sykes, who became President and Chief Executive Officer in 2004.

SYKES' Services and Global Reach

SYKES provides a broad array of sophisticated customer contact management solutions. We serve the world's largest companies, primarily in the communications, financial services, healthcare, technology and transportation, and leisure industries. We specialize in flexible, high quality customer support outsourcing solutions with an emphasis on providing technical support and customer service.

SYKES serves clients through two geographic operating segments: the Americas (United States, Canada, Latin America and Asia Pacific) and EMEA (Europe, Middle East and Africa). Our 45,000-plus employees operate in more than 80 global centers throughout more than 24 countries and speak in more than 40 languages.

SYKES' Mission, Vision and PRIDE in Performance Values

- The SYKES Mission is to make our clients more efficient and more profitable while improving loyalty to their company brands.
- The SYKES Vision is to be the Global Standard for delivering value-based customer contact management solutions tailored to the unique needs of our clients.
- The SYKES PRIDE in Performance Values give you the guidance and guidelines to interact with our clients and with each other:

P	R	I	D	E
<i>Professional</i> in everything we do	<i>Respectful</i> of the diversity, culture and ideas of others	<i>Integrity</i> is the core of our character	<i>Dependable</i> to others	<i>Excellence</i> is your work's autograph

Equal Opportunity Employment and Zero Tolerance Discrimination Policy

SYKES observes and supports all applicable laws and regulations concerning equal employment opportunities. SYKES does not tolerate discrimination based upon race, color, religion, national origin, genetic information, disability, gender, age, or any other protected classification.

SYKES enforces a Zero Tolerance Discrimination Policy; we do not tolerate discrimination under any circumstances. If at any time you believe you or someone else is being discriminated against, contact your supervisor or the Human Resources Department.

Activity: Introduction

Instructions:

Your instructor will lead you in this activity, so follow the instructions you are given.

1. Your instructor will read three mission statements.
2. You may be assigned to a team to discuss the answer to the question. Use writing paper to take notes.
3. Then, a representative from your team will answer the question.

Here are mission statements from three different companies. For each statement, what is the *one thing* that seems to be the most important to that company? Use writing paper to take notes.

1. SYKES Mission Statement

To make our clients more efficient and more profitable while improving loyalty to their company brands

2. Nike Mission Statement

To bring inspiration and innovation to every athlete in the world. If you have a body, you are an athlete

3. Meralco (Manila Electric Company) Mission Statement

To provide our customers the best value in energy, products and services

Use writing paper to take notes.

Assessment: Introduction

Instructions:

1. Tear out the Assessment Answer Sheet from the back of this book. Print your name and today's date in the spaces at the top.
2. Look for the heading "Introduction."
3. Using the answer sheet only, circle the letter that you think is the correct answer to each question.
4. Your instructor will tell you when to stop. Keep the answer sheet for the next session assessment, or give it to the instructor if requested.

1. Who is the current President and Chief Executive Officer of SYKES?
 - a. John Sykes
 - b. Chuck Sykes
 - c. Carlotta Pride
 - d. Francis Tampa
 - e. Thomas Lee

2. What term is defined as "the act of giving a third party the responsibility of running what would otherwise be an internal system or service"?
 - a. Customer contact management
 - b. Technical support
 - c. Business process outsourcing
 - d. Customer service
 - e. Inventory control

3. Which of the following is the SYKES Mission?
 - a. To make our clients more efficient and more profitable while improving loyalty to their company brands.
 - b. To maximize global market share by establishing locations on every continent.
 - c. To create value, maintain profitability, and sustain communities across the globe.
 - d. To offer a healthy profit for our stakeholders and an enjoyable work environment.
 - e. To provide high-quality products and services while maintaining value and profitability.

4. The letter "R" in the SYKES PRIDE in Performance Values stands for:
 - a. *Reliability* in our products and services.
 - b. *Regulatory* compliance in our processes.
 - c. *Respectful* of the diversity, culture and ideas of others.
 - d. *Real* solutions to our client's problems.
 - e. *Raising* our standards to achieve more.

Standards of Conduct for Compliance and Integrity

Personal Conduct Statement

SYKES maintains high standards of professional conduct for employees. Since our work brings us into frequent contact with clients, prospective clients, and vendors, our personal and professional conduct reflects on SYKES as well as ourselves. In addition, your conduct both on and off the job may negatively impact the public's opinion of our company. For this reason, any unlawful or improper conduct that may adversely affect the image, reputation, or effectiveness of the company may form the basis for disciplinary action in accordance with local policies, rules, and regulations.

SYKES Policy on Fair Business Transactions

The SYKES policy on fair business transactions means you should do your job properly at all times and not to do anything that's illegal or dishonest. In other words, you should exercise the highest degree of business ethics in whatever you do, observe all laws and regulations, and engage in fair competitive actions.

SYKES Policy on the Proper Use of Company Funds and Assets

Company funds and assets—equipment, information and other property owned by SYKES that you use for your job—are only to be used for legitimate and ethical purposes. The policy also states that you shouldn't accept a payment or anything of value, whether as a bribe, kickback, or otherwise, or whether it is intended for company or personal use. Payment or acceptance of payment may be illegal.

Conflicts of Interest

A conflict of interest happens if you unfairly exploit a personal advantage or manipulate the law to benefit you or someone else. If you think only about yourself as you do your job and forget about the needs of SYKES, our clients or their customers, you could get involved in a conflict of interest. If you are accused of being involved in a conflict of interest, people will hesitate before doing business with us. This hurts your own reputation and it hurts SYKES. On the other hand, when you act responsibly, both you and SYKES are treated with honor and respect.

SYKES Drug and Alcohol Policy

SYKES prohibits the misuse of drugs and/or alcohol when you are on company premises. We expect you to always have the state of mind and physical condition to perform in a competent and safe manner. Using illegal drugs and alcohol can affect your performance on the job. You can also be affected if someone around you uses them.

If you violate the policy, you may face disciplinary action, up to and including termination, and even criminal prosecution. Examples of violating the policy are: the illegal possession, manufacture, distribution, transportation, use, sale, purchase or transfer of controlled substances or illegal drugs; and/or the use of, or impairment by, alcohol, while on company premises or on company business.

SYKES Media Relations Policy

SYKES provides a unified front to the media and releases consistent messaging about company news and events. We appoint one spokesperson for an event, and only that spokesperson can disclose information about SYKES. If you are ever contacted by the media, call the Office of Public and Media Relations at +1-813-233-2132.

Activity: Standards of Conduct

Instructions:

Your instructor will lead you in this activity, so follow the instructions you are given.

1. Your instructor will describe the activity and read a situation.
2. You may be assigned to a team to discuss the answer to the situation.
3. Then, a representative from your team should answer in a sentence, either:
 - a. "Yes, Ray did something wrong" and state why; or
 - b. "No, Ray did *not* do anything wrong..." and state why not.

As you just learned, one of the SYKES Standards of Conduct for Compliance and Integrity is avoiding conflicts of interest, when you unfairly use something you have to achieve a personal gain or do something that hurts your personal or professional integrity.

Situation: Ray spends his nights working at a company that directly competes for the same customers as the company where he works during the day. Did Ray do anything wrong? Why or why not?

Use writing paper to take notes.

Assessment: Standards of Conduct

Instructions:

1. On your answer sheet, look for the heading "Standards of Conduct for Compliance and Integrity."
 2. Using the answer sheet only, circle the letter that you think is the correct answer to each question.
 3. Your instructor will tell you when to stop. Keep the answer sheet for the next session assessment, or give it to the instructor if requested.
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1. Which of the following is an example of a conflict of interest?
 - a. Chatting with a SYKES client you happen to encounter at the grocery store.
 - b. Accepting expensive concert tickets from a client as a "thank you" gift.
 - c. Buying stock in a company with no affiliation to SYKES.
 - d. Discussing company information with your supervisor.
 - e. All of the above.

 2. Your supervisor confides to you that he kept promotional items from a client that were intended for all employees in the department. What should you do?
 - a. Ask him if he has any left to share with you.
 - b. Report it promptly through the SYKES Anti-Fraud Hotline.
 - c. Tell other employees in the department about it.
 - d. Call the client and ask for more promotional items.
 - e. All of the above.

 3. Which of the following is a violation of SYKES' Drug and Alcohol policy?
 - a. Having a drink with coworkers at a bar after your shift is over.
 - b. Taking an aspirin for your headache while you are at work.
 - c. Drinking alcohol or taking illegal drugs on your lunch break, then returning to work.
 - d. Taking prescription medication as directed by your doctor while you are at work.
 - e. Having drinks with friends on the weekend.

 4. Your cousin is a reporter for the local news station, and asks you some questions about SYKES' business practices for a story she is writing. What should you do?
 - a. Direct her to the SYKES Office of Public and Media Relations.
 - b. Tell her not to print your comments.
 - c. Share whatever you know about SYKES' business practices with her.
 - d. Give her an exclusive story by sharing confidential information.
 - e. Share information only if she offers to pay you.