CASE 2

CLIENT
Retail Platform

NUMBER OF AGENTS
55 Agents

SOLUTIONS WE PROVIDE

Solutions we provide: Ticket Support and live chat. Social Media Coverage.

ABOUT CLIENT

- A print-on-demand retail platform. It allows you to interact as a buyer and as a seller.

- Its supply chain was heavily affected by the COVID-19 pandemic, as most retailers were. As stay-at-home orders increased around the world, their orders quadrupled.

- As a consequence, cases and claims on the ticketing system they use for customer support, reached unmanageable levels.

HOW WE HELPED

- The company was not equipped to handle the recruiting and training of the necessary agent to handle the increase, so they turned to outsourcing as a solution. We provide all the structure necessary to recruit, train and supervise all required workforce within a very short notice

- The project started off with a 2-month contract and within two weeks of signing the Service Level Agreement, the first wave of representatives had been placed.

- The client has a ramp-up timeline of 3 months for new customer service representatives (CSRs). They measure the CSR's performance by looking at the relationship between the number of cases handled in a week, the average handle time of each case and the weekly working hours. This provides a percentage referred to as Agent Utilization. The structure looks like so:

    1st month: 60% Agent Utilization
    2nd month: 70% Agent Utilization
    3rd month: 80% Agent Utilization

- The team hit 50% on the 3rd week and 70% by the 6th. The overall performance of the team drove the client to reevaluate our relationship. They have now increased the term of the contract and are gradually expanding the tasks.

- We started with 4 entry level tasks; cancellations, modifications, order status and claims processing. Those tasks are done through Salesforce; the CRM they use for handling cases.

- We are now also handing order status requests through Facebook for their 6 biggest sellers.

- They used to have a serious backlog before our partnership began, with cases dating 2 months back. Today the oldest case is 24 hours old.

- Outsourcing these tasks have allowed our client's team in the US to focus on managing their business in "the new normal".