

Case Study

Online Retail: Inbound Support & Service



Client Industry: Retail

Client Location: United Kingdom

Client Introduction: A leading organization in the retailing of Music CD's, DVD's and Games, this company was rated by the .net magazine as one of 'The World's 20 Best Online Stores'.

Program Overview:

With a view to consolidate and grow its market position, this retailer was looking for qualitative solution for e-mail and telephone response management. The goal was to insure reliable, efficient and timely responses to their customers with respect to all areas of order management.

Respondez made this objective a reality by bringing in its high quality team to deliver email response management and phone support operations that not only outperformed the company's previous operations in terms of quality, accuracy, and response time metrics but did so at a cost saving rate that created a business impact on the client.

Respondez Service Offerings:

Response Management Areas:

- Product Enquiries
- Order Booking
- Order Tracking
- Order Changes
- Returns Management

Operations Overview:

- Trained professionals experienced in customer support operations for Retailers
- State-of- the-art infrastructure and technology environment
- Scalable platform to accommodate growth in volume
- Seamless integration with clients support platform
- Hourly/Daily/Weekly as well as flash reports on operational metrics to insure instant feedback and control
- Focus on cross-sell and up sell opportunities to optimize revenue for client.

Services Offered:

- Email Response Management
- Phone Support Operations

Results:

- Accuracy levels of 96%, Significantly Reduced Turnaround time
- Higher quality metrics on phone support
- Sizeable cost savings per month
- Enhancing customer support through reduced cost, increased productivity and superior quality

Case Study

Directory Enquiry Service



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