Case Study

Blended Customer Care Solution

for a Unique Retailer

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each interaction matters

Overview

The client is a retailer that sells specialty food and gift items. Over the decades, its channels have included catalogs, phone, and web. The client has earned a reputation for outstanding customer service with a personal touch.

Challenges

Retailers experience large seasonal spikes in call volumes, which pose significant challenges to staffing and customer satisfaction.

Traditionally, the client had augmented its in-house customer care team during holiday seasons with seasonal temporary laborers and outsourcing partners. The client sought an outsourcing partner with the ability to scale headcount while driving improvements in customer satisfaction.
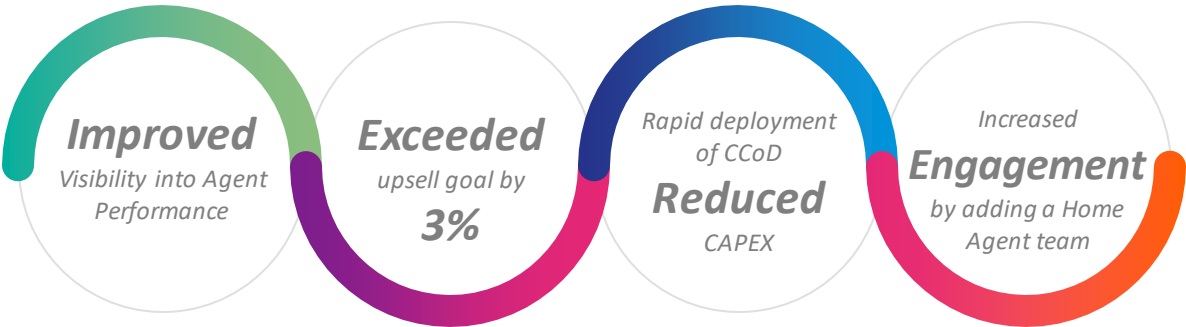
Our Services

The client selected Teleperformance for its success with seasonal ramps domain expertise in retail, and process excellence. Teleperformance began the engagement in October 2010 with 35 FTE in Westerville, Ohio. More than 4 years later, Teleperformance has grown the engagement to include 35 FTE in Westerville, 35 FTE in Grindstone, Pennsylvania, and 30 home agents. Seasonal ramps have exceed 800 FTE.

Our services include:

- **Customer care:** Teleperformance agents handle inbound queries regarding product selection, order status, billing, and assistance with payment processing. Key Performance Indicators include Productivity, Phone Service Level, Adjustment Accuracy, Upsells, and CSAT. Brand and product training is accomplished in unique ways, such as Tasting Tuesdays in which agents are given the opportunity to sample products.

- **Inbound sales:** In addition to customer care, the Teleperformance team is trained sell the client's portfolio. Agents identify opportunities to upsell and cross-sell.

- **Teleperformance Operational Performance and Standards (TOPS):** Teleperformance has integrated its TOPS suite of processes into the engagement. The program involves specific constructive and developmental coaching of agents, ensuring teams are aligned with visible metrics and results, while enabling managers to track agent progress against client KPIs.

- **Soft phone:** Teleperformance integrated a soft phone application that reads the Caller ID and populates the information on the agent's screen. This application provides a warmer introduction, reduced call time, and increased CSAT.

- **Contact Center on Demand (CCoD):** Teleperformance's CCoD is a complete multichannel hosted contact center solution that provides clients with centralized support across call center services.

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Key Results and Benefits

Teleperformance achieved the following results:

Improved
Visibility into Agent Performance

Exceeded
upsell goal by **3%**

Rapid deployment of CCoD
Reduced
CAPEX

Increased
Engagement
by adding a Home Agent team

Upsell Success
The Teleperformance team exceeded the Upsell target by 3%, and by 7% heading into the holiday season.

Engagement Expansion
The client asked Teleperformance to expand the engagement with Home Agents. The program launched in July 2013. The Home Agent team has better shift adherence, attendance, and QA scores than their brick-and-mortar counterparts.

Reduced CAPEX and Faster ROI
The CCoD solution shifts costs from a capital project expense to an easily projected monthly expense. The rapid deployment of CCoD accelerated the client's return on investment.

Greater Visibility
The client has access to Teleperformance's Contact Center Management System (CCMS), which provides greater visibility into agent performance.

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