

SUCCESS STORY | RETAILER

Leading multinational retailer prepares agents to handle the surge in call volume

Preserving customer loyalty when the call volume suddenly spikes

About the client

The client is an American multinational corporation and the second-largest retailer in the world, best known for its bulk goods and great deals on household goods. Operating a chain of membership-only warehouse clubs in eight countries, this multibillion-dollar global retailer brings its members the best possible prices on quality and brand-name merchandise.

Requirement

The client is well-known for its straightforwardness, transparency, and honesty in customer service. It is dedicated to quality in every business area and has

outstanding business ethics. The company maintains these values across all products, services, and people that the customers interact with in-stores or through their communication channels like phone, web, and mobile.

But there was a challenge. Its contact center technology was complex, outdated, and expensive to maintain. The system could not handle the sudden call spikes due to countries' recent global travel ban to contain the spread of COVID-19. Besides, it struggled to maintain the operations of outsourced agents during the early stage of the pandemic. As a result, with too many calls in queue, the average time in queue exceeded hours, leading to higher call drops and customer frustration.

Solutions

To overcome the challenge, the client forged a service readiness plan with Servion, which included the expansion of both technology and staff capacity.

The solution included:

- **Expansion** of the contact center capabilities, using Servion's state-of-the-art CX and analytics solutions that enable multi-channel and enterprise integrations across all channel applications such as chat, voice, website, mobile, email, etc. Servion virtually replaced another contact center platform in the market.
- A **flexible callback solution** to automatically schedule callbacks (when the active callbacks reach a specific number) before gracefully disconnecting the customer calls.
- **Proactive notifications** alert the agents during the high volume of calls, especially when customers opt for a call transfer to a live agent.
- An **intelligent call distribution** system automatically manages the calls based on agent availability and call volume.

Business outcomes

Servion's cost-effective solution smoothed out spikes in call volume and increased customer satisfaction to a great extent. Servion's deployment brought about several other operational benefits for the client, including:

- The implementation covered **1500 concurrent agents**, scaling up the capacity to 7 million calls a year.
- Strengthened the contact center's in-house agent capabilities and reduced **vendor dependency** and outsourced agents.
- The advanced callback feature ensured a record low **call abandonment rate** and handling time.
- Improved customer satisfaction by eliminating **long queues**.
- Improved **agent availability**, productivity, and efficiency.

For more than 25 years, Servion has been trusted by customer-centric brands for designing, building, running and optimizing Contact Centers and Customer Experience (CX) solutions. Our 1100 CX professionals apply their passion and deep domain expertise to the entire design-build-run-optimize solution lifecycle. For more information, visit <https://servion.com/>.



Crafting CX solutions

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