

ONLINE RETAILER CUSTOMER SALES AND SUPPORT

The Customer

A leading global online retailer wanted to do away with its internal customer support team due to staffing issues and increased labor cost. TSD Global's Omni Channel services division built a turnkey outsourced solution, resulting in increased efficiency and customer satisfaction while reducing costs dramatically.

For the online retailer, e-mail is the main medium of communication with its clients. However, the company was not able to respond to its clients' emails quickly and accurately due to the rapid growth rate. Thus, there was an increase in the volume of cancelled orders and dissatisfied customers.



The Challenge and Results

TSD Global created a special team that took over the customer support function of the company; the entire structure was set up and operational in under 30 days. The team managed over 10,000 interactions per month, and brought down the average response time from taking multiple days to being less than 3 hours. Omni Channel support is provided 24x7, 365 days per year. Moreover, the company registered a drop in costs by 40% by outsourcing its customer support operations to TSD Global.

Additional Metrics Achieved:

- Average customer order size increase 12%
- Abandon calls reduced 38%
- CSAT scores improved by 31%
- Upsell sales increased 22%

Overall, the program has been a major success allowing our client to focus on scaling rapidly while knowing their customer support is being handled efficiently and cost effectively.