

Accelerated Transition | Chat & Voice Support | Global E-Commerce giant

How Conneqt helped a global e-commerce giant improve productivity and save costs through Chat and Voice support



THE CLIENT



One of the world's leading online ecommerce companies selling 150 million products across 100+ product categories that include consumer durables, electronics, furniture, fashion accessories and a lot more. It is also a subsidiary of the second largest global American retail giant.

BUSINESS CHALLENGES



Our client was struggling to address the negative impact on FCR (First Call Resolution) due to people/process-related issues that contributed significantly to customer dissatisfaction.

The challenges involved:

- ❗ Exponential Growth
- ❗ Short Term Volume spikes
- ❗ Intense competition
– added pressure on margins
- ❗ Immediate requirement for capacity augmentation

KEY BENEFITS



Improved Productivity for the client leading to

- 15% increase in average chat volumes
- 30-35% lesser FTE requirement due to blended model of chat-voice, thereby saving costs
- NPS maintained above 70%
- A quality score above 85%

THE SOLUTION



- 💡 Put up an ambitious transition plan to set up Chat & Voice pilots with aggressive hiring & training plan & successful go live within 30 days of contract signing.
- 💡 A pool of supervisors & support team ensured compliance on all operational metrics & guidelines, enabling them to win client confidence & get additional ramp requirements within the 1st 90 days.
- 💡 Our domain knowledge supported by a robust governance structure being the key enablers in
 - ✓ Quick onboarding of right candidates
 - ✓ Accelerated learning curve & certification process
 - ✓ Ensuring all quality audits & compliance checks in place
 - ✓ Ensuring high-quality experience delivered to end customer

