

Implemented KEP Methodology to Reduce Costs & Improve CX

How Conneqt helped a retail wellness company save costs and improve CSAT scores through smart 360° unified customer view, context passing, process automation, workflows & KEP methodology



THE CLIENT



Our client is a US-based market-leading fitness and wellness company that empowered over 23 million customers. It has an average of 5 million+ unique monthly visits across its digital platforms. The client's industry-leading solutions combine nutrition, fitness, and peer support to deliver real, sustainable results.

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. Other challenges included:

- Shipment delayed – order not delivered on time
- Unable to cancel orders that are already processed
- Chat disconnected before customer response as per policy
- Inaccurate/Incomplete information given by agents

KEY BENEFITS



- **13% error reduction** in shipment delay and other process-related issues that uplifted the overall score by 0.12
- Real-time feedback and topic-based refreshers reduced agent errors
- The client implemented 1 process change out of 4 suggestions made
- Helped customer reduce cost by \$174K per annum through all process changes and improved CSAT scores

THE SOLUTION



Implemented **KEP Methodology** – Enabled Self Service for CSRs using various tools & capabilities such as advanced knowledge base (comprehensive portal with product/process info to help CSRs), Escalation desk (highly skilled SMEs), and process change suggestion management tool (captures customer complaints that impact D-Sat).



Developed **CBSL Indicative Dashboard** that provided anytime accessibility on C-sat dashboard to CSRs and featured **360° unified customer view** and context passing.



Enabled faster & better service through Process automation, workflows & easy buttons that provide auto-update of the business process.

