

RELUCTANT TO OUTSOURCE, CATALOGER SELECTS USA800 AND GETS A CRM BONUS

Client Business Need

Due to economic pressures, a leading women's cataloger decided to outsource their sales and service contact center programs. They were particularly concerned with agent attrition as they recognized the negative impact turn-over has on not only cost, but also service quality. In addition, although not identified at the time, the client's CRM system was out-dated and difficult to use, causing problems within their organization.

USA800 Business Solution

INNOVATION:

- Implemented USA800 Contact Central with API and GUI customizations to provide the client corporate-wide access to the CRM data residing on the platform.
- Delivered better reporting decision making to the client for the entire organization, not just the contact center

KNOWLEDGE:

- Recruited, hired and trained individuals with a propensity for sales to ensure client sales goals would be met.
- Leveraged proprietary ramp program to move 25 year internal program to USA800 and launch three weeks ahead of schedule



Performance Results

- 126% Improvement in upsell performance over 6-month period
- 100% Percentage of time USA800 continually outperforms internal control group upsells
- 3 Weeks launched ahead of schedule

"USA800 has not only excelled in providing an excellent customer experience, but they helped us develop a CRM solution that has improved our entire organization."

- Vice President, Customer Care