

USA800 CONSISTENTLY DELIVERS ACROSS CHANNELS FOR MAJOR AWNING COMPANY

Client Business Need

A leading US based awning manufacturer recognized that running a contact center operation was not a core competency of their business and opted to outsource the end-to-end customer relationship. In order to control costs, the client looked to select and engage two contact center service providers to co-manage the end-to-end customer lifecycle. Services to be covered ranged from inbound sales, billing and customer service inquiries to installation and technical support. In addition, call volume would shift from direct sales to wholesale.

USA800 Business Solution

INNOVATION:

- Implemented USA800 Contact Central to provide a seamless input process and GUI interface to the client's order management and inventory management applications.
- Leveraged Contact Central's smart scripting capability and provided streamlined data view via a single portal.
- Provided real-time, on-line reporting with critical information needed to improve agent results and supervisors' ability to control service levels.
- Expanded service with the addition of web and chat support.

KNOWLEDGE:

- Worked with client to ensure key performance metrics were aligned with the changing nature of the business (from direct to wholesale).
- Utilized USA800's proprietary recruiting, hiring and training process to ensure individuals that are motivated by sales are placed on the program. This is especially critical for this program as sales represent large ticket, luxury items with an average order of approximately \$1,500.
- Continuing to promote award programs that foster a healthy competitive, sales environment both internally and in conjunction with the second service provider.

Performance Results

- 5% Improvement year over year average order value on a luxury priced item with an AOV close of \$1500
- 4.5% Improvement in accessory sales
- 12.5% Reduction in customer service Average Handle Time, thus substantially reducing cost per call
- 20% Improvement in Average Speed of Answer within one year's time
- 50% Lower attrition rates than the competition due to USA800 employee-ownership
- 60% Total call volume currently handled by USA800



"USA800 has been a trusted partner of ours for over seven years and is consistently able to meet our performance expectations in a full service outsourcing model. Having recently added chat to our email and phone volume, USA800's flexibility in providing the service levels we aspire towards at a reasonable cost has reinforced their abilities as a valued business partner"

- Vice President, Customer Service