

Evolving Support to Grow with Customers

Experience and technology nurture better business results



CHALLENGE

This worldwide manufacturer of baby products was experiencing a lack of support from their outsourced customer communications vendor, struggling with a generic CRM that was not fit for their purpose, and dealing with a messaging solution was approaching its end of life. All of this was making it increasingly difficult to serve its customers in today's digital marketplace.

When it came time to seek a replacement, the client was meticulous about engaging with a partner—not just a supplier—and that's what brought them to Concentrix. The conversation began with CRM and messaging tools, but the commitment of our leadership team to their goals and objectives led to the client choosing to engage Concentrix as a one-stop shop for both technology and advisors.

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SOLUTION

The client had researched the different CRM tools available and knew precisely what kind of functionality it wanted, so that's where Concentrix began. We developed a custom CRM solution that met all the client's needs and enhanced it to support video, stock management, and e-commerce, aligning our solution with the client's three-year technical journey.

Concentrix assembled a team of data scientists, user experience designers, technology integration professionals, and application developers to tailor a solution designed to achieve the client's strategic vision, incorporating both advisors and technology, and drove it all with regular innovation sessions.

As part of our initial solution, we proactively integrated a third-party address finder to improve data integrity, while our compliance team worked to ensure the solution would comply with pending GDPR legislation in the European Union. As we moved forward, to ensure customers were getting an immediate response, we implemented bot-assisted messaging that managed simple queries to completion while transferring complex issues to an advisor, eliminating the need for customers to contact multiple channels.

Looking forward, advanced IVR routing, QA automation, and a video chat pilot are just some of the innovations being discussed with the client, who *"were delighted with the effort by all departments and looking forward to the next phase."*

OUTCOMES

Voice:

- 62%** reduction in **average wait time**
- 70%** reduction in **abandonment rate**
- 7%** improvement in **service level**

Non-Voice:

- 41%** reduction in **average handle time**
- 64%** reduction in **time to first response rate**

Overall:

- 17%** increase in **Net Promoter Score (NPS)**, including **29%** on Voice
- 9%** increase in **customer satisfaction**, including **14%** on Voice
- 8%** reduction in **customer effort**, including **16%** on Voice

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