

# Move to WeChat Boosts Retailer's Productivity & NPS

Giving customers the freedom and flexibility to interact in their favorite platform is a win-win



## CHALLENGE

When customers need help, they would much rather use an app on their mobile phone or send a text message than make a phone call. Business messaging, also known as asynchronous messaging, allows customers to reach out to businesses on the channels where they already spend their time, such as SMS, WhatsApp, Facebook Messenger, and web messaging. When implemented correctly, messaging is a powerful tool to help consumers connect with businesses.

One of our clients—a leading global sports retailer wanted a partner who could effectively implement its brand strategy of deflecting traditional live web chats to China's most popular app, WeChat.



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### SOLUTION

As our client's chosen customer care services provider since 2016, we implemented XP Messaging to support WeChat, with easy authentication, improved stability, greater context, and increased quality.

Concentrix worked with the retailer to quickly design an approach and onboard brand advocates who are experts in conversational messaging, getting them quickly up to speed in handling personalized conversations at scale.

This client's results underscore messaging benefits we have observed across diverse industries. Consumers instantly loved messaging over WeChat, with a record 38% of customer contacts being handled over the channel in the first three months after deployment. Despite these volumes, the retailer saw a 3% increase in NPS compared to traditional live web chat.

WeChat messaging was not only a success for customers; it was also a success for the retailer, which realized a 25% productivity boost compared to traditional web chat operations.

Messaging and WeChat was just the start of the retailer's digital transformation. XP Messaging is an all-inclusive solution tailored to each client's unique needs and requirements. Our proven, world-class digital delivery model includes people, technology, and bots.

### OUTCOMES

**38%** of contacts handled via WeChat (a new record for the client)

**25%** productivity gain

**+3%** increase in NPS, compared to traditional live web chat

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