

Strategic Tie-Up With E-Commerce Pioneer in Race for Market Share

End-to-end responsibility for customer delight demanding stretch, speed, and flexibility

Client

In a market that it has created, this client continues to be an e-commerce leader selling over 20 million products across 70+ categories, including books, media, consumer electronics, and lifestyle brands. It delivers over 8 million shipments per month. Technological disruption has driven change in the e-commerce industry, with shoppers embracing multiple touch points in their purchase journeys. Our client is a frontrunner in adopting an omni-channel strategy to engage with the digital customer. With over 46 million registered users, it has the largest e-commerce customer base in India, and deploys cutting-edge technology to serve them.

Business Requirement

With rapidly-evolving customer segments and product portfolios and the need to capture early market share in an emerging market, e-commerce demands tremendous agility and focus on core competencies. Our client realized that the key to customer loyalty and retention in a decidedly exciting market is a rich customer experience and faster resolution of customer issues. The client was looking for a strategic partner to provide:

- Speedy scalability as its business expands rapidly.
- Cost management in customer service operations, so that it could focus on merchandising and marketing.
- Exceptional customer experience to support its fast-moving campaigns and launches.

The client chose Concentrix to support its customer service operations based on its ability to manage talent, processes, and systems, while scaling up rapidly.

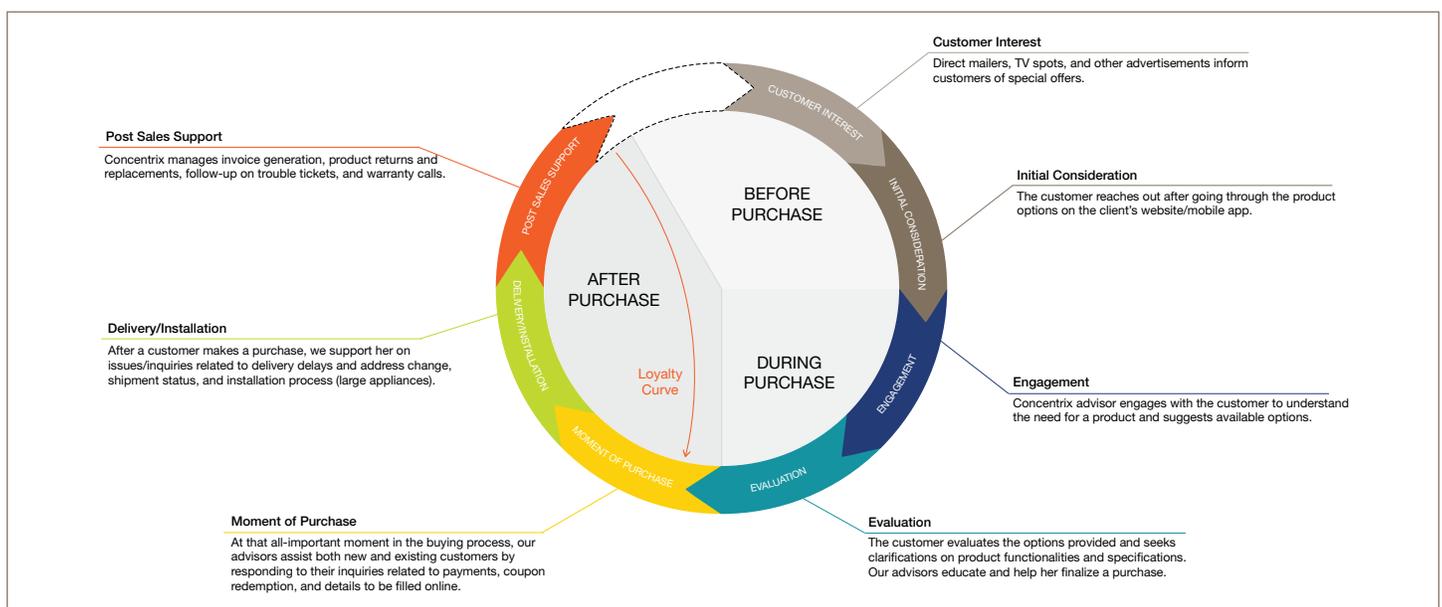


Figure 1: Concentrix e-Commerce CXM: Managing the Customer Journey

Our Solution

Concentrix was initially awarded the inbound customer service line, which included managing inquiries related to pre-delivery of products (product shipment status, clarification on delivery timelines, and order status) and post-delivery grievances (cancellation, refunds, wrong shipment, and damaged items).

As our partnership evolved, we elevated service delivery by providing insights about customers to the client, translating to actionable transformation initiatives for superior customer experience. Process improvements drove faster turnarounds for issue resolution. Today, 1,000 advisors from three delivery locations provide:

- **Customer support:** Our advisors guide customers in their buying process by helping them over phone and email/chat to choose a product/s or service their inquiries (e.g., change in address, delivery, product replacement, and product return).
- **Large category sales:** For specialized support on big-ticket purchases, our advisors act as consultants to help buyers understand product specifications, solve payment and delivery issues, confirm installation appointments, and manage product replacements.
- **Outbound support:** In situations where a customer needs a callback for inquiries related to a purchase made, our advisors reach out to the customer. These advisors are empowered to resolve an escalation at the first interaction. It reduces the issue resolution time significantly and improves customer satisfaction.

As a strategic business partner, we have supported the client's frenetic sales growth (adding more than three times the number of advisors within a year) to provide a full customer lifecycle solution across multiple regions and languages.

Major Results

This client continues to award us with additional lines of business to realize efficiencies across its programs.

- **New delivery center launched in 45 days:** To keep pace with our client's rapid expansion plans, we started a new delivery center with the first wave of 200 advisors live within 45 days of the contract. We were also its first BPO partner to provide a dedicated IT infrastructure for its customer service operations.
- **Average handle time (AHT) reduced by 31%:** By bringing in our Concentrix Way best practices, including standardized call handling guidelines, improved process governance, and outlier identification, we were able to fast track issue resolution. Our sustained efforts helped us reduce AHT from 420 to 290 seconds and elevate customer experience to the next level.
- **Training throughput improved to 97%:** Our virtual CRM simulator application ICAN (which works on Y-jacking principles) improved the advisor learning curve for new hires, resulting in higher job satisfaction. This helped us manage client programs more effectively and, in fact, helps trained advisors too who require booster training. The application has helped lower the total cost of operations.

We continue to be a strategic partner and demonstrate exemplary performance, while helping our client retain its leadership position in the e-commerce space.

Contact us today: inquiry@concentrix.com

ABOUT CONCENTRIX: *Different by Design*

Concentrix, a wholly-owned subsidiary of SYNEX Corporation (NYSE: SNX), is a leading business services company. We focus on customer engagement and improving business outcomes for over 450 global clients across six continents. Our 100,000+ staff deliver technology-infused, omni-channel customer experience management, marketing optimization, digital, consulting, analytics, and back office solutions in 40+ languages from 125+ delivery centers. We serve automotive; banking and financial services; insurance; healthcare; technology; consumer electronics; media and communications; retail and e-commerce; travel and transportation; and energy and public sector clients.

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