

Case Study

Customer Care

The Client

Industry: Manufacturing, E-commerce

HQ Location: Lausanne, Switzerland

Company Size: 201 to 500 Employees

Type: Private

The company is an online trader of collector's items—such as miniatures, books, cards, figurines. Other part of the business is online trading of lingerie, men's underwear and clothing items. The client operates successfully in over 15 European countries.

The challenge

The partnership between the client and Euroccor was established in 2009. Due to rapid business expansion, the client was facing difficulties to handle the increasing amount of customers' inquiries.

What we offered

Initially we were trusted with providing e-mail customer care for the Dutch market of the client. Shortly after that, based on our expertise and results, we proved ourselves as a trustworthy and reliable partner and in 2010 we started handling the e-mail customer care in German and French for the German, Austrian and Swiss markets.

Two years later we expanded with the Dutch (Belgian and Dutch) incoming calls. We succeed keeping up good service levels, so the client decided to give us the French speaking calls as well.

At the end of 2015, when we took over the German inbound calls, it was a challenge to reach the service level of 80% and the abandoned rate of 20%.

Together with the client we developed metrics in order to track and secure the high customer care level such as call and email service levels.

Interacting with our client, we profited from the knowledge and set up a rich service portfolio:

- Orders taking;
- Inbound customer care;
- Technical support for any subscription-related issues or questions
- Follow up payments/refunds
- Support provided in 3 major languages
- Quality monitoring

How our people made the difference

Our enthusiasm and passion for customer satisfaction made us quickly part of the client's family. In cooperation with the client, we deepened our knowledge and became real experts. Our customer care agents succeed keeping up the service level above 80% and handling all incoming emails in the frame of 3 days.

Achievements:

Service
level
above 90%

Abandoned
rate
below 20%

AHT
below
150 s.