

Case study

Increasing cSAT and capturing new revenue streams



In the rapidly evolving retail landscape, one of the UK's premier high street retailers faced the challenge of expanding their market presence and customer base by transforming into a dominant online retail entity and offering multilingual customer service.

Challenges

Transformation from high street to online

Offering multilingual customer experience

Limited tech stack

| How we helped



£5m

Savings



+15

Uplift in
cSAT core



22%

Uplift in
advisor
quality



2019

Shortlisted
for 3
industry
awards

| Our approach



Scaled 550 FTE to c.1,000 at retail peak in a short time-frame. Colleagues received in-depth training with a focus on having effective conversations.



Leveraged global delivery footprint selected sites in the UK and South Africa.



Co-created an innovative gain-share model to encourage innovation and share in risk and reward.



Offered multilingual capability in 4 languages (Spanish, German, Dutch, English) for customers across 4 geographies.

“We wanted our customers to feel special and to have their problem resolved with empathy and understanding, which is exactly what this team is providing. We are really pleased with the results and are now looking at how we can expand it even further.”

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