

# Elevated Customer Service Experience with FGC+ Outsourcing

## Client Background

Established in 2005, the client is a global retailer in the eyewear industry, with expansive delivery operations spanning the United States, Canada, Mexico, and Puerto Rico.

- **Industry:** Retail/eCommerce
- Ranked **3rd** among all Contact Lenses sites
- **1.6 million** average monthly site visits
- Company Size: **50 – 100 Employees**

## Outsourcing Need

The client sought to overcome challenges in their customer service operations. For this project, the primary objective was to design, build, and implement a service delivery team in accordance with their volume and service levels. Their ultimate goal was to improve their overall customer satisfaction and performance indicators.

# Project Starting Point



## Challenges Encountered

Before engaging with FGC+ Outsourcing, the client faced several challenges. First, they lacked a comprehensive understanding of their telephony system, Telebroad. Second, their existing workforce setup couldn't effectively handle the fluctuating volume of customer calls and demands. Lastly, the absence of a knowledge base or training delivery system hindered the team's ability to proficiently handle customer interactions.

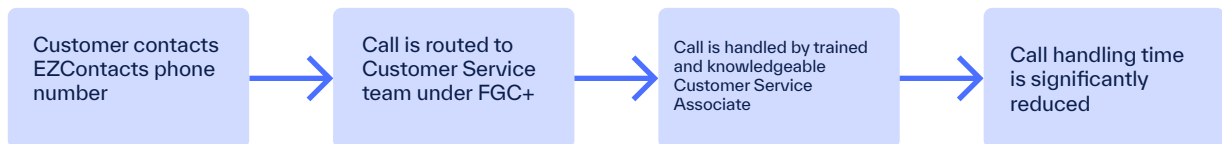


# Formulating Outsourcing Solutions

FGC+ worked closely with the client to develop a comprehensive solution that addressed their challenges and aligned with their objectives:

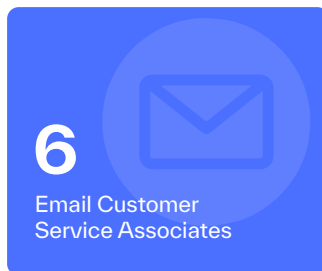


**Telephony System Enhancement:** FGC+ designed and set up an advanced telephony system for the client, allowing efficient organization and management of incoming and outgoing telephone calls. This system provided accurate insights and tracking into call volume forecasts, arrival patterns, and interaction handling times. Thanks to this data-driven approach, FGC+ enabled the client to forecast support requirements accurately.



**Knowledge Base Creation:** FGC+ developed a Knowledge Base specific for the client that documented clear and structured step-by-step customer service processes. The repository contained essential and relevant information about their process flow and was easily accessible to all employees. This resulted in consistent and accurate customer support, minimal lapses, and drastically reduced response times.

**Optimized Contact Center Team :** FGC+ collaborated with the client to design and implement a contact center team structure. Customer Service Representatives (CSRs) were strategically deployed based on the functions and areas identified in the staffing needs forecast. 45 Full-time Equivalents (FTE) were employed with FGC+, consisting of:



# Key Results

Partnering with FGC+ yielded remarkable improvements in the client's customer service performance:



**Customer Reviews:** Prior to partnering with FGC+, the average customer satisfaction rating scored 2 out of 5 stars. By partnering with FGC+ the technology systems, workflows, and staffing resources were all improved, achieving a significant increase of 4 out of 5 stars for customer satisfaction.



**Abandoned Calls:** The average rate of abandoned calls reduced significantly from 32% to an impressive 4% with an enhancement in call handling efficiency.



**Service Level (80/20):** Focusing on successfully addressing more customer inquiries within a specified time, increased the service level rating from 68% to a remarkable 93%.



**Call Handle Time:** Additional staff training, process improvements, and an extensive Knowledge Base, optimized the average time taken to handle customer interactions from an average of 891 seconds to only 430 seconds.

## A Winning Partnership

By leveraging FGC+'s outsourcing expertise, **the client transformed its customer service operations**; delivering quicker, more efficient, and positive interactions to its clients. The collaboration with FGC+ achieved a **200% increase** in customer satisfaction.



**FGC+**

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