

CASE STUDY

MEDIA & ENTERTAINMENT

Seatwave's goals

- Provide high level Customer Service support through phone calls, emails and social media.
- Exceed customers' expectations on markets of The United Kingdom, Germany, France, The Netherlands, Spain, Italy, Sweden, Finland and South Africa.
- Deliver quality not only by fulfilling the contract agreed levels but constantly improving skills and competences by regular and ad-hoc development sessions and programs.
- Provide fast, accurate and responsible decisions on the escalations channels - C2C, B2C and Fulfilment.

Operationally

- 21 agents including English, German, French, Dutch, Spanish, Italian and Swedish speakers serving the dedicated channels.
- Hours of operation 10:00-22:00m (CET+1), Monday to Sunday
- Supporting customers throughout their selling or buying journey, offering C2C, B2C and Fulfilment operations.

Testimonial

"Having worked with the 60K team for over 2 years now, I remain impressed by their level of professionalism, commitment to great customer service and adherence to operational protocol. I have been so bowled over by their dedication to excellence that we are now shutting down our UK call centre operations and transferring our remaining work streams to 60K. It is a testimony to their level of service that finds more and more Ticketmaster projects being handled by their proficient team. They offer exceptional value for money and I'd be happy to recommend them."

*Alan Birkenstock-Simon
Director of Customer Service (Resale)
Ticketmaster Resale International*

Services

- Phone, email and social media support, event listings, C2C, B2C and Fulfilment escalation handling.

Outcome

- 98% call handled rate on average for the nine markets served.
- 94% email response rate within 24 hours.
- GetMeIn! (a Ticketmaster company) phone, email and social media support acquired by 60k.