

Customer
Experience

Retail
Fitness



60K 

Case Study

Zumba, earning customer trust.

How a leading US based fitness program used 60K's expertise in **multichannel customer** and **business support** to fuel a global expansion.

60K 

Earning customer trust.

How a leading US based fitness program

Added 12 languages and 2 customer channels



Industry

Fitness-Retail



Geography

Worldwide

Before Transformation

Background

Client was looking to provide more language and contact channel support as part of planned expansion. They also wanted an overall improvement in customer satisfaction and churn.



Internal teams found it difficult executing a multi-channel strategy for a rapidly growing global market due to their inability to ensure proper multichannel support in several languages with a focus on culture specifics.



Customer Experience

Overall experience was of poor CS and inability to meet company and client expectations due to lack of support for a big portion of the client's market. That had led to a significant drop in Customer Satisfaction and was hampering market expansion plans.

Transformation Levers

Staffing multilingual agents, setting up additional channels and building teams for reporting, training and everyday customer support.

Team built around agents aware of the dynamics of the regional markets, along with training, reporting and QA management team on site.

We ensured consistent flow of information on reporting and new data analysis, aiding market expansion by adding new support channels, proactive recruitment and on-going training – all on site with minimal client supervision.

Impact Delivered

Added 2 comms channels for customers including. Facilitated APAC, EU and LATAM market expansion. Reduced attrition rate over 40% in 1 year.

Supporting 14 languages on 6 continents via phone, chat and mail. Providing real time forecasting, QA and reporting data. Testing new technologies for faster order processing.

Maintaining a customer retention rate between 43% and 50% a month, received CSAT scores including over 70% on Knowledge and Accessibility and a 78% score on Professionalism.



60K is focused on developing transformation strategies for our clients.

We help enrich their customer experience, improve efficiency and optimize costs, all the while exploring new opportunities together.

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