

Customer  
Experience

Retail

60K 

## Case Study

### Modernizing the way we communicate.

How one of the UK's most recognizable  
retailers solved the multichannel challenge  
with a revamped CX strategy.

60K 

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## Modernization and Revenue.

How one of the UK's most recognizable retailers added  
**2 new communication channels to deliver a multichannel strategy.**



**Industry**  
Retail



**Geography**  
U.K.

### Before Transformation

#### Background

The client required modernization to deliver a fuller and more enhanced customer experience, better scalability and a solid foundation for the future.



Internal teams struggled to enable business growth by supporting the growth in the volume of orders. They were unable to develop an increasingly personalised customer experience and support the client in becoming the leading multichannel retailer in the UK.



#### Customer Experience

With the only way to reach an agent being a phone call the overall experience was of lack of attention and desire to help customers. Reviews were poor, CSAT and NPS scores low and customers were being put off.

### Transformation Levers

We set up additional channels via email and chat, including for internal comms. Tailored business hours to core customer base and increased personalization.

Teams were rebuilt around the dynamic of the workday with real time customer support, on the spot active training and real time QA, stats and reporting.

Rotated staff levels to ensure better coverage. Removed complexity and Beta launched to a significant customer base. Identified pain points and added real time QA reporting with on the spot re-training.

### Impact Delivered

Added 2 comms channels. Transitioned with positive impact on revenue. Improved ability to provide personalized CX and grew e-commerce sales by almost **36%**

Saw decrease in over the phone contacts with an almost equal split between channels. Handled hundreds of thousands of inquiries monthly via phone, chat and mail – over **1 million in 2019** alone.

**The client saw an excellent improvement in CSAT and NPS scores with over 40% increase in each. Abandoned call rates dropped by 23% in 18 months.**



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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