

CASE STUDY



LIFESTYLE & LEISURE

Kasamba's Service center mission:

- Provide a consistent message across all touchpoints for an outstanding experience that leaves customers feeling appreciated!
- Deliver a WOW experience
- Take an active part in main business flows and to increase Conversion and Retention

Operationally

- Languages: English only (German and French in future plans)
- Service channels: Chat & email (messaging for mobile in future plans)
- Phone service for billing inquiries only at a tier 1 level
- 24/7 operation

Testimonial from team members:

"I had a great experience, I felt like they are very serious and dedicated to the job. They are super polite and service oriented, they want to do everything right"

"Working on a day to day basis with a team of about 10 people who are abroad is quite a challenge. 60K members make up for the physical distance by having incredible dedication, making them an essential part of the team. They are responsible, polite to a fault and extremely professional. They perform their duties with care and constantly improve."

"60K agents are hardworking, intelligent, and an integral part of our customer care efforts."

Services and main goals

- Answer all customers' inquiries using main channels such as email and live chat, while achieving SLA's and CSAT goals
- Increase customers' conversion via live chat - help new clients to register and onboard Kasamba's services and perform their first session
- Increase clients' retention - consulting and supporting new and existing clients