

CASE STUDY



LIFESTYLE & LEISURE

Zumba's goals

- Offer quality customer service through every communication channel we support.
- Making sure every customer feels like part of the family of Zumba and is satisfied with the experience when they contact us.
- Decrease abandoned calls
- Increase the conversions of new instructors and retention rate of experienced ones.
- To have flexible team adaptive to all new products they launch

Operationally

- 100 Agents delivering service in 13 languages.
- Hours of operation Monday – Friday 24/5
- 70000 interactions per month
- Supporting Zumba's customers with everything concerning their interest in Zumba or with their careers as instructors, with their orders and memberships.

Testimonial

This is what Angela Villegas-Judd, Customer Care Operations Manager say:

"Since the start of our partnership, 60K has always been committed to going above and beyond to meet the needs of our customers and community. They provide service for us via email, phone and chat and are able to do so currently in 11 languages which is vital for us.

They really know how to represent our brand. If you asked one of the Customer Care Representatives at 60K who they work for, they'd say Zumba@!

Our relationship has evolved so that we have an excellent feedback loop for constant communication and improvement. We focus not only on maintaining high levels of service, but also on achieving long-term business goals.

60K has been flexible and responsive to our unique business needs. We no longer feel like a client; it has evolved into a true partnership."

Services

- Call, Email and Live chat support

Outcome

- Increased quality from initial target of 88% to 97% YTD
- Handle 100% of the customer queries via phone, email, chat
- Conversion rate increased by minimum of 10%
- Retention churn reduced to 1%
- Everyone on the team is supporting all the different products Zumba is launching – protein shake, new fitness program, different types of Zumba, destination vacations, cruises etc