

VOLANS

CASE STUDIE

www.volansinfo.com



E-Commerce - Customer Service/Outbound & Calls/Customer Survey

ABOUT

The client is the largest direct marketing & selling company in Australia and New Zealand. It markets and sells leading consumer products using TV, digital, retail and events across the continent.

BUSINESS NEED

The client wanted to partner a BPM services provider to manage order booking for its highly popular Online TV Shopping Channel operating in Australia and New Zealand. It also wanted the BPM partner to set up and manage an inbound customer care helpline. In addition, they wanted to set up a customer survey team to collect the honest feedbacks, opinions and responses from customers and pass it on to the internal team to improve different areas of the business. We are doing 200 surveys in every week.

SOLUTION

Volans set up three individual teams to manage each client requirement. Since the call flow was high, a team of 75 customer care agents were assigned to manage order bookings. A separate team of 25 agents was assigned to manage the customer care helpline. Another team of 35 agents were deployed to make outbound calls, survey calls and make collections calls from customers. The partnership delivered excellent business results for the customer delivering 25% growth in sales

OUTCOME

2300+

Customer Orders processed
daily

24 x 7

Customer support & order
processing

200+

Surveys Weekly



VOLANS

USA | Canada | UK | Australia | New Zealand | India | Philippines

sales@volansinfo.com | www.volansinfo.com