

US Department Store Chain Strengthens Relationship with [24]7.ai to Meet Unprecedented Challenges

Pandemic impacts retailers while proving the value of customer experience

COMPANY

Leading US department store chain with 1,100+ stores in 49 states

[24]7.ai PRODUCTS & SERVICES

[24]7.ai Agent Services: Voice and digital agents

CX ENVIRONMENT

- 1,100+ agents in India, Colombia, and the Philippines
- Eight-year relationship with [24]7.ai
- Higher CSAT scores for [24]7.ai agents than other BPO vendors

CHALLENGES AND GOALS

- Temporary store closings required increased agent headcount to support growth in online sales
- A consistent, high-quality customer experience was expected, even with forced closure of contact center offices
- An urgent transition to remote work was required, with full security compliance

RESULTS

- Empowered chat agents to work from home, reducing shrinkage and increasing productivity
- Grew our share of the business to over 80% of the client's chat interactions
- Controlled costs during a difficult period for retailers in the midst of a global pandemic

[24]7.ai Expands Support to Meet Increased Digital Interactions

In a year that was particularly hard on brick-and-mortar retailers, this department store chain worked closely with [24]7.ai, one of their preferred BPO vendors, to deliver exceptional customer experiences through chat agents and traditional phone support serving online shoppers.

The pandemic highlighted the value of omnichannel customer service for many retailers, including this one. While its overall business declined for a portion of the year, the retailer saw a 20% increase in online sales and actually increased [24]7.ai agent headcount.

Challenges

Like all department store chains, this client faces a rapidly changing reality with lower in-store traffic but higher online sales. To keep customers, it must maintain great customer service through traditional channels like phone support while also ramping up digital capabilities, including chat support.

Goals

This department store chain works with [24]7.ai to provide a consistent, high-quality customer experience for online chat and voice support. Controlling costs is always a priority, but was especially important during the difficult period of the global pandemic. A key objective was to transition support agents to remote work so they could continue to serve customers who had turned to online shopping.

Solution

In 2013, [24]7.ai initially won a contract to provide voice agents at a contact center in the Philippines. The relationship has grown and today, we provide more than 1,100 voice and chat agents at multiple locations in the Philippines, Colombia, and India. This retailer has a very robust mechanism for monthly vendor rankings and our agents typically rank #1 in CSAT among all its BPO vendors.

QUICK STATS

Early Success with
Work-from-Home Agents

100%

of agents in Hyderabad
successfully work remotely

Deep Trust Built Over Successful Long-Term Relationship

For more than 8 years, [24]7.ai has provided customer support agents to this leading US department store retailer. Over the years, this relationship has grown from a small phone contact center in the Philippines to include more than 1,100 phone and chat agents in multiple locations, including Hyderabad, India and Bogota, Colombia.

From the beginning, the [24]7.ai team has proven its value and received numerous accolades. In 2015, this client awarded us #1 voice vendor. In the same year, the retailer contracted with us to begin providing chat agents for its website as well as a credit card site it runs in partnership with a major US bank.

Since then, [24]7.ai has been named the #1 BPO vendor with the highest voice of the customer (VOC) rating multiple times. In quarters when [24]7.ai wasn't the #1 vendor, our agents have consistently performed in the top three. And according to the retailer's own CSAT scores, our chat agents outrank competitive vendors.

[24]7.ai Ramps Up Service During Difficult Pandemic Year

Like most brick-and-mortar retailers, this retailer had a challenging year in 2020 as foot traffic in its physical stores plummeted. For several months in fact, all its stores were closed and employees were temporarily furloughed. One bright spot was that online sales increased by 20 percent as consumers chose to shop from the safety of their homes.

With an increase in online sales came an increase in customer interactions by phone and chat. To meet this demand for voice and chat interactions, the retailer leaned heavily on [24]7.ai agents, even as the retailer reduced its business with other BPO vendors.

To continue supporting our client at this time, we implemented work-from-home (WFH) procedures that ultimately enabled 100% of chat agents in Hyderabad to work remotely. Our WFH agents successfully demonstrated that it was possible for them to work from home and continue to deliver a great customer experience.

The retailer began reopening stores in October 2020, increasing demand for customer support. We quickly ramped up headcount to support the holiday rush, and happily, volumes were back up to match the previous holiday season.

As this retailer considers a transformation to more digital customer interactions, [24]7.ai will be right there to support them with agents and enabling technology

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About [24]7.ai

[24]7.ai is redefining how artificial intelligence, human insight, and deep vertical expertise can produce personalized, satisfying customer experiences across all channels. Our advanced conversational AI platform predicts consumer intent and creates frictionless interactions that help the world's largest and most recognizable brands to strengthen customer relationships and increase brand loyalty. With more than two decades of contact center operations expertise, [24]7.ai empowers companies to deliver natural, consistent conversations that increase customer satisfaction while lowering costs.

For more information visit: www.247.ai