TeleTech
MAKING AMBITIOUS GOALS REALITY™

Case Study

Bookseller Saves Money and Delights Customers with Innovative Multichannel Support

Pain Points:	"I need to create a better experience for our customers."
Industry:	Retail
Solutions and Products:	Online Customer Support

Business Challenge

A major bookseller needed to provide their customers with online technical support for a wide range of products across various platforms. As a leader in electronic content, ecommerce, and technology, the bookseller's primary goal was to deliver an online service channel that would offer customers an easy and convenient way to access live technical support via the internet. Technical support was already available via phone, but the company was ready to launch a multichannel approach to serve more customers.

Delivered technical support for less than $4 per interaction

Solution

Business leaders selected TeleTech to deploy an online click-to-chat solution that would provide technical support to customers through their website. TeleTech was selected, because it would help the bookseller not only deliver superior services but also reduce customer support costs while heightening the customer experience. For the past four years in a row, the bookseller had been recognized by the American Customer Satisfaction Index as a leader in customer satisfaction. Therefore, managers felt it was imperative that the new chat service not just support customer satisfaction results but also drive increases in these important metrics.

TeleTech worked closely with the bookseller to understand customer needs and create an online chat program that delivered personalized technical support services with just the click of a mouse. In order to handle technical support chat interactions, the program required talented agents with technology expertise and strong written communication skills. To effectively staff the program, specific job profiles were developed to target the required attributes, and a cutting-edge candidate assessment tool ensured that the selected associates were well qualified.

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Results

Within months of implementation, tens of thousands of technical support requests were successfully addressed by the TeleTech team. With the new chat service in place, the bookseller was able to effectively serve more customer inquiries and direct them to this cost-effective support channel. TeleTech's best practices and world-class workforce resulted in a productive and high-value operation. After the first ten months, productivity savings decreased the cost of the program by 70 percent, allowing the bookseller to deliver technical support for less than $4 per interaction. The TeleTech program also served more customer needs with fewer people, because associates managed multiple concurrent chat interactions at any given time. Additionally, associates were cross-trained to handle inbound voice transactions, maximizing resource utilization and ROI for the bookseller. Better still, the TeleTech team immediately met target customer satisfaction goals and exceeded those goals by 16 percent after the first six months.

Exceeded customer satisfaction goals by

16%

after just six months

Conclusion

With proven success, the bookseller expanded its TeleTech click-to-chat program to include customer service support. Plus, business leaders asked TeleTech to help drive a 2012 corporate initiative to save money while delivering a successful multichannel customer interaction experience. TeleTech continues to increase the number of online chat interactions and direct more customer inquiries to the bookseller's most cost-effective service channels.

