



Enhancing Conversion Rates & CSAT For A Retail Giant in The Wellness-Tech Space



About The Client

A renowned Retail corporation, our client specializes in delivering high-quality wellness products, focusing primarily on supplements catering to diverse age groups. They have been at the forefront for decades, offering science-backed products directly to consumers. Utilizing a blend of media channels, primarily TV infomercials, they have successfully driven substantial inbound call volume. They have also ventured into marketing high-touch home products through their digital platforms in recent years.

Challenges Faced

Our client was in search of a strategic business partner capable of both heightening their conversion rates and delivering exceptional customer care. They envisioned a partner who could seamlessly integrate into their existing framework, exhibit profound strategic training and operational expertise, and maintain productivity, especially during seasonal peaks.

Action Plan Deployed:

After commencing our collaboration, we delivered our services from centers in El Salvador, Colombia, and Manila, and we orchestrated a multi-pronged approach to meet the client's demands:

1

Team Composition: We ensured the deployment of experienced sales personnel, each boasting at least two years in sales.

2

Quality Assurance: A specialized QA team was engaged to audit both sales and non-sales calls, ensuring adherence to top-notch service standards.

3

Training Department: With our dedicated training division, we imparted skill enhancement sessions in areas like sales, retention, and customer service.

4

Service Expansion: Across multiple LOBs, our team adeptly managed inbound sales, customer service calls, order tracking, and returns. We swiftly addressed inbound emails, facilitated customer chats, and handled outbound sales, ensuring seamless and comprehensive service delivery.



Outcomes

- Over 8 years of ongoing partnership, our strategic approach led to 80% (15% increase) sales conversion rates, surpassing the client's 65% benchmark.
- Our consistency in delivering a 90% CSAT score cemented the client's trust in us, reflected further in their appreciation for our expertise in clear communication and bilingual agent deployment.
- The results of our dedication were also visible in staffing: the sales team experienced a 450% growth, and the high-touch sector saw an almost 3x expansion.
- With unwavering compliance across all interactions, we continuously reasserted our commitment to unparalleled service.



Contact@fusionbposervices.com



www.fusionbposervices.com