



# Augmenting Expansion and Cost-Efficiency for a Global Beauty Brand With Cutting-edge Customer Support Solutions



## ABOUT THE CLIENT

Our esteemed global retail beauty client has been at the forefront of redefining the beauty industry for over a century. With an unwavering dedication to understanding women's needs, they have consistently advocated for what truly matters to their audience. The brand, synonymous with beauty, connects people through its products and shares its passion, innovation, and expertise affordably. At the heart of their mission is using the power of beauty to transform women's lives for the better.

## Key Challenges:

While expanding their business operations into new market regions, our client faced two significant challenges:

1

### Opportunity to Expand into New Markets

- In alignment with their global expansion strategy, our client sought to establish relationship contact centers in previously untapped regions.
- They needed a partner to assist them in making the transition to digital support more seamless with multi-channel support.

2

### Cost Optimization

- Along with an opportunity to explore new markets, they also aimed to reduce their operational costs and optimize their resources without compromising the quality of their customer support services.

# Action Plan Deployed:

Our journey began with a deep dive into our client's current customer experience landscape in the Philippines. It was evident that a seamless omnichannel approach was essential, especially in a world where customers demand swift, convenient solutions.

Keeping this in mind, we deployed the following action plan to address these challenges:

1

**Training and Support for Market Entry:** Our Team worked closely with our client, offering virtual training and support to facilitate their market entry.

2

**Customized Training Materials:** We developed tailored training materials to meet the challenging deadline for launching their services in a new market.

3

**Omnichannel CX Solutions:** The Fusion Team also provided fully-equipped omnichannel support in English & Tagalog, encompassing -

- Inbound/outbound calls
- Email support
- SMS
- CRM Integration
- Live chat support.

4

**Seamless Transition & Tailored Tools:** Our partnership with the client's relationship centers ensured a smooth transition with ongoing support. We also implemented customized tools to address the client's unique needs.



## Results:

Our collaboration with the client started in March 2021 and yielded several remarkable outcomes in the last two years:

- Services were provided from Fusion's Manila center led to lower operational costs, effectively reducing client expenses while providing scalability.
- We attained an impressive 96% accuracy in Quality Assurance and 96.6% in Service Level, including Reso Rate, Rep Sat Rate, and NPS, thus ensuring efficient customer support operations.
- Additionally, we surpassed the target AHT of 6 minutes by reducing it by 27 seconds and attaining 100% Call Occupancy with 0% Call Abandon Rate.
- Following our successful engagement in the Philippines, we have extended our partnership to support the client in establishing a strong presence in Malaysia in October 2023. With a pilot team of knowledgeable agents, we started offering customer support (inbound, outbound, and email) in English & Bahasa, which earned us positive client satisfaction.



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