



# Maximizing ROI During Seasonal Surges for Leading Ecommerce Brand in the US



## ABOUT THE CLIENT

Our client, Vermont based, has grown from a modest start to a renowned eCommerce brand with diverse offerings. Over four decades, they've transformed from producing cherished heirlooms to branching out into fashion essentials selling under various brand umbrellas. What sets them apart isn't just their rich product line but also their commitment to societal contributions, as seen through their initiatives and sustainable practices.

## Challenges Faced

Despite their remarkable successes, the client confronted challenges in handling escalating seasonal volume spikes during various holidays such as Christmas, Valentine's Day, Easter, Mother's Day, and Sweetest Day. The need was not just to cater to the Christmas rush but to efficiently address demands around these other pivotal holidays as well. Moreover, they sought a partner proficient in multi-channel support across their diverse lines of business.

## Action Plan Deployed

Having been in partnership with our client for a rich span of 7 years and operating efficiently from our service delivery hub in Jamaica, we tailored a holistic approach to meet their multifaceted needs:

1

### Team Formation:

New recruits were seamlessly integrated with our seasoned professionals from existing teams, creating a dedicated and harmonized unit.

2

**Training Regime:** We prioritized a comprehensive training methodology, merging the flexibility of virtual sessions with the depth of onsite mentoring. This synergy ensured adherence to the client's benchmarks and facilitated rapid scalability, especially during seasonal surges.

3

**Service Scope:** We undertook many responsibilities that cut across various lines of business (LOBs). From handling inbound sales and order entries, attending to customer service calls, meticulously tracking orders, managing returns, promptly responding to inbound customer or sales emails, facilitating chats, and addressing inquiries, our team ensured end-to-end service delivery.

4

**Additional Support:** We bolstered the client's internal framework beyond the foundational services by adding Team Leader (TL) support. This enriched collaboration was pivotal in achieving the desired outcomes.



## Client Feedback

The client expressed immense satisfaction with Fusion's management approach, the caliber of the agents, the efficacy of training, and the seamless communication and feedback mechanisms. They particularly appreciated Fusion's capability to scale operations swiftly, extend operational hours, and provide pivotal TL support to their internal teams.

## Outcomes

- We meticulously crafted a strategic approach that significantly enhanced our client's operations. We ensured they had access to our best-trained agents and further bolstered their teams with our onsite support and expertise. Our commitment to excellence was evident as we consistently met key performance metrics, including achieving a 90% quality assurance benchmark.
- Our client benefited from substantial cost savings by leveraging our efficient operational base.
- We also offered them unparalleled scalability of 10x FTEs from 5 to now operating with 50+ FTEs during peak seasons, reducing their need for in-house hires.
- Our onsite training and hands-on management support further optimized operational efficiency, leading to streamlined workflows.



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