

CASE STUDY

Adapting with Agility:

Supporting a Premium Footwear Brand's
Low-Volume, High-Standards
CX Operations



About The Client

A renowned U.S. footwear and accessories brand, celebrated for its blend of style and innovation, faced a unique customer experience (CX) challenge. With a digital-first retail approach, the brand required a partner to deliver consistently high-quality customer service via chat and email, despite dealing with low and highly variable contact volumes.

Challenges

To maintain a premium customer experience in a low-volume, high-expectation environment, the client had to overcome several workforce and operational hurdles:

- **Inconsistent Workloads:** Client-controlled labor allocation led to unpredictable spikes and lulls in customer inquiries, making it difficult to maintain steady agent engagement and performance.
- **Talent Retention Risks:** Low-hour shifts and fluctuating demand threatened agent morale, retention, and the ability to deliver a seamless customer experience.
- **Demand Volatility:** The unpredictable nature of digital retail meant scaling and scheduling support resources was a persistent operational challenge.

Action Plan Deployed

Fusion CX developed a flexible, people-first service model focused on delivering premium support with stability and agility.

1

Dynamic Operations Planning

- Developed internal strategies for flexible allocation and proactive operations planning.
- Enabled rapid adjustment of agent schedules to align with real-time workload changes.

2

Smart Scheduling & Workforce Engagement

- Introduced staggered shifts and smart scheduling for service-cost balance.
- Designed cross-functional roles to keep agents productive during low-volume times.

3

Targeted Talent Acquisition

- Recruited chat-savvy specialists for brand-aligned digital support communication.
- Built a flexible, ready-to-scale team capable of adapting to future volume changes.

4

Agent Engagement & Retention

- Implemented engagement tactics to boost morale during low-activity periods.
- Maintained continuous feedback loops and transparent reporting for client-agent alignment.

5

Service Continuity & Quality

- Ensured uninterrupted support performance, even with irregular volumes.
- Maintained operational continuity and high service standards for the premium retail brand.

Outcomes

- **Consistent Support:** Delivered reliable chat and email support, regardless of daily or seasonal volume changes.
- **Agent Retention:** Maintained high team engagement and minimized attrition through smart workforce strategies.
- **Flexible Scalability:** Enabled the team to scale up or down in line with evolving business demands.
- **Service Continuity:** Ensured uninterrupted customer experience with no operational disruptions.
- **Long-Term Partnership:** Established trust and expanded the scope of engagement as a reliable CX partner.

KEY TAKEAWAYS

- **Agility and Flexibility:** Dynamic planning and scheduling are essential for brands with unpredictable support volumes.
- **Employee Engagement:** Proactive engagement and development initiatives are critical to retaining talent and maintaining high standards in low-volume environments.
- **Client Alignment:** Continuous feedback and transparent communication foster strong, long-term partnerships.
- **Future-Ready Operations:** A flexible, cross-functional team enables brands to adapt quickly to evolving digital support needs.