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CASE STUDY

Enabling Seamless Transition and Scaling Customer Service Operations for a Cosmetics Leader

About The Client

Our client is a globally recognized luxury beauty and cosmetics brand renowned for its premium skincare, makeup, and fragrance collections. Known for innovation and high consumer loyalty, the brand experiences significant spikes in customer engagement during product launches and marketing campaigns. To maintain its reputation for exceptional customer experience, the brand sought a flexible, high-performing support partner capable of delivering agile, high-touch service across digital channels—especially during high-demand periods.

Challenges

As a luxury brand with a global presence, the client needed to maintain exceptional customer experience amidst rapid growth and evolving support strategies. This meant addressing several operational challenges tied to scalability, agility, and consistency.

- **Frequent Volume Surges:**
  - High customer interaction volumes during product launches and marketing campaigns.
  - Required swift scaling of support operations without sacrificing service quality.
- **Fluctuating Staffing Needs:**
  - Rapid headcount ramp-ups and scale-downs based on campaign cycles.
  - Demanded accelerated onboarding and modular, brand-sensitive training programs.
- **Support Model Transition:**
  - Strategic move from a fully outsourced model to a hybrid in-house + outsourced structure.
  - Required tight coordination between internal and external teams to ensure consistency.
- **Agent Engagement During Change:**
  - Morale risks due to organizational restructuring and shifting roles.
  - Needed initiatives to sustain motivation, performance, and brand alignment during the transition.

Action Plan Deployed

Fusion CX delivered an agile, scalable Customer support solution that ensured continuity, quality, and employee engagement throughout the brand's evolving customer service journey.

1

Scalable Operations Framework:

- Flexible deployment model enabled surge-ready scheduling and cross-trained agents to manage spikes in customer interactions.
- Tiered support structure helped maintain service KPIs and preserve a premium experience during high-demand periods.
- Rapid deployment using a pre-qualified bench of candidates with beauty and retail expertise minimized onboarding time and ensured campaign readiness.

2

Recruitment & Training Optimization:

- Built a pre-qualified candidate pool with relevant industry backgrounds to reduce time-to-productivity.
- Implemented fast-track training and performance enablement programs for new hires.
- Offered continuous upskilling, cross-training, and career development opportunities during low-volume periods to retain talent and increase versatility.

3

Proactive Transition Support:

- Facilitated knowledge transfer through detailed SOPs and documentation of key workflows.
- Coordinated phased offboarding with internal teams to ensure a smooth and controlled transition to in-house operations.
- Maintained an uninterrupted customer experience throughout the transition, with no impact on service levels.

4

Employee Engagement

- Maintained regular communication to ensure transparency and reduce uncertainty.
- Provided career support through upskilling initiatives, helping agents remain motivated and aligned with the brand's evolving goals.

Outcomes

- **On-Demand Scaling:** Successfully **scaled from 30 FTEs to meet multiple ramp-up cycles** across 4 years.
- **Service Continuity:** Maintained consistently high-quality across chat and email channels.
- **Reduced Abandonment Rate:** Maintained <5% abandon rate during peak periods.
- **Brand:** Contributed to brand reputation by upholding premium customer experience standards.
- **Transition:** Enabled a smooth knowledge transfer and operational wind-down with zero customer disruption.
- **Workforce Support:** Supported agent morale and future employability through upskilling and career development.
- Supported workforce transition with career development and upskilling during exit phase.

KEY TAKEAWAYS

- Agility and scalability are essential for brands facing fluctuating support needs driven by marketing and product cycles.
- Cross-trained, surge-ready teams enable rapid response to business demands without sacrificing quality.
- Strategic transition planning ensures operational continuity and protects both brand reputation and employee engagement.
- Employee-centric approaches, such as upskilling and transparent communication, are critical during periods of uncertainty and transition.