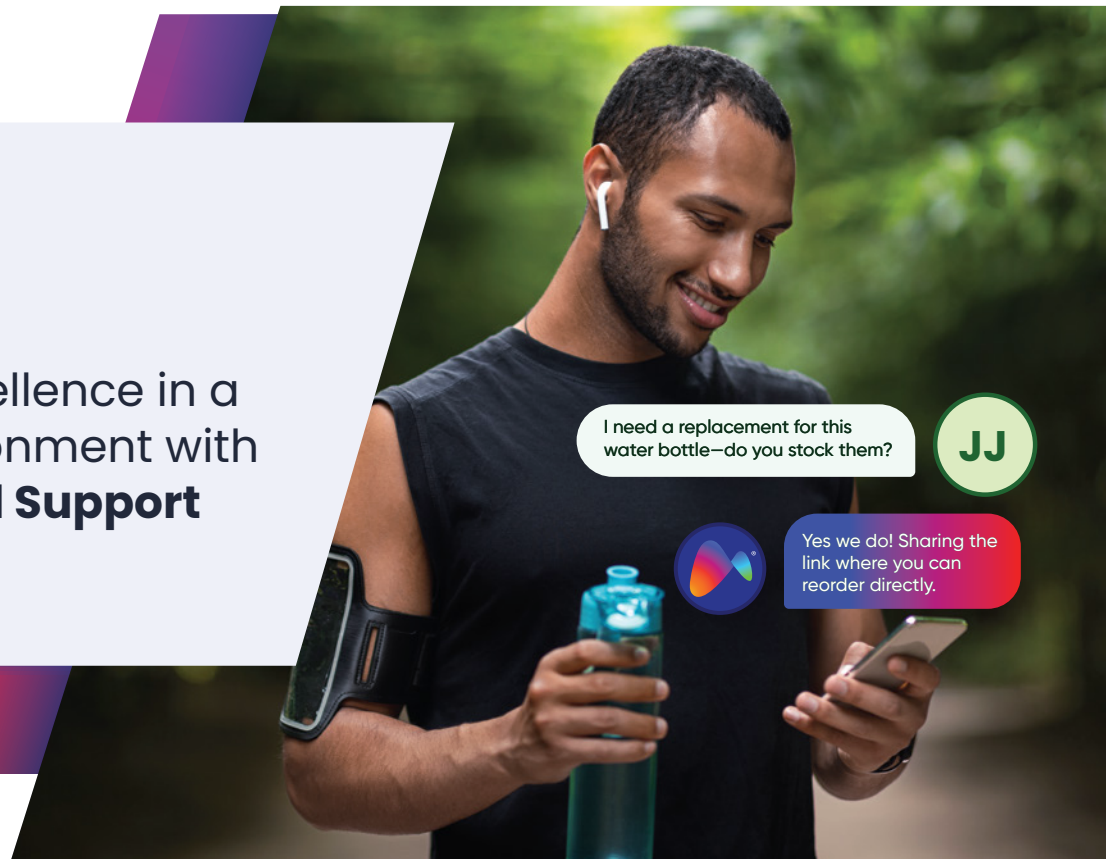


CASE STUDY

Sustaining CX Excellence in a Low Volume Environment with Lean Chat & Email Support



About The Client

A U.S.-based **sporting goods retailer** engaged Fusion CX to **deliver customer service via chat and email for eCommerce and retail customers**. The program focused on location and tracking of packages, return processing guidance, and policy support across peak retail periods.

Challenges

- **Consistently Low Contact Volume:**

Even during retail peaks, the program experienced relatively low support volume, limiting team scalability and resource optimization.

- **Limited Program Expansion:**

The client's service model did not forecast significant growth or additional channels; most roles were staffed under seasonal contracts.

- **Agent Engagement in Low Activity Windows:**

Minimal volume created idletime risks and challenges in sustaining agent focus, morale, and readiness.

Action Plan Deployed

To navigate a constrained workload while protecting quality and readiness, Fusion CX optimized operations around a lean, brand-aligned model.

1

Lean Operational Model & Scheduling Flexibility:

- Maintained a small, crosstrained team calibrated to demand.
- Balanced readiness for volume shifts while avoiding overresourcing and undertime.
- Coordinated closely with the client on forecasting and staffing cadence.

2

Selective Hiring for High Adaptability:

- Prioritized quality over quantity, onboarding agents with relevant retail/eCommerce experience and the ability to operate effectively in low volume settings.

3

Training for Brand Voice & Resolution Accuracy:

- Developed modules reinforcing the brand's tone, policies, and return processes to ensure consistent, high-touch interactions and first time resolution

4

Engagement Through Development & Cross-Functional Exposure:

- Implemented refreshers, side projects, and skill crosstraining.
- Offered opportunities to support other low volume programs or internal initiatives during downtime to sustain engagement and performance.

Outcomes

- **Service Continuity & Consistency:** Maintained strong service levels and brand-aligned interactions despite persistently low volumes.
- **Right-Sized Delivery:** Preserved readiness for spikes (holidays, promotions) while minimizing overstaffing risk.
- **Agent Quality Over Scale:** A lean, well-trained team delivered hightouch support across chat and email without sacrificing CX.
- **Aligned Program Close:** As part of the client's internal consolidation strategy, the program transitioned in-house and concluded on September 14, 2024, without disruption to customer experience.



KEY TAKEAWAYS

- **Lean, crosstrained teams** are ideal for lowvolume programs that still demand brandaligned, highquality support.
- **Selective hiring and targeted training** sustain quality and consistency when scale is not the primary lever.
- **Proactive engagement strategies** (refreshers, crosstraining, internal projects) protect morale and readiness during idle periods.
- **Close client alignment on forecasting and staffing** prevents overresourcing while preserving the ability to flex for peak demand.