

CASE STUDY

Crafting Holiday-Ready Customer Care with a Lean, Surge-Capable Operating Model



About The Client

A U.S.-based specialty **home décor retailer** engaged Fusion CX to **provide customer care support for online shoppers**. The program focused on order status, returns/exchanges, and product/policy questions across the retail calendar, including major holiday events.

Challenges

- **Inconsistent Volume Patterns:**

A low baseline for most of the year with brief but intense spikes around key retail holidays made traditional staffing inefficient.

- **Holiday-Driven Expectations:**

During peak sales periods, customers expected faster responses and empathetic handling of time-sensitive inquiries.

- **Agent Engagement in Off-Peak Months:**

Prolonged low-volume windows increased idle time and created challenges in sustaining agent motivation and productivity.

Action Plan Deployed

To balance year-round efficiency with peak-season readiness, Fusion CX implemented an operating model designed for agility and brand alignment.

1

Scalable Support Framework:

- Maintained a small, cross-trained core team for year-round coverage.
- Deployed a proven surge plan to rapidly ramp support during holiday sales and promotional events.
- Calibrated schedules to demand to avoid over-resourcing during slow periods.

2

Holiday Readiness Protocols:

- Prepared agents with up-to-date product knowledge, policy changes, and inventory/system updates ahead of major promotions.
- Established quick-reference playbooks for high-volume holiday scenarios and common escalations.

3

Cross-Program Flexibility:

- Enabled agents to support other compatible programs during downtime to reduce idle time and improve utilization.
- Preserved a ready bench to reactivate for seasonal surges without quality loss.

4

Seasonal Hiring Strategy:

- Recruited short-term seasonal agents with prior retail or ecommerce experience to minimize training time and accelerate proficiency.

5

Refresher Training & Microlearning:

- Delivered targeted refreshers ahead of each seasonal ramp to reinforce systems knowledge and time-sensitive workflows.

6

Engagement Through Development & Cross-Functional Exposure:

- Used quieter months for soft-skill development, cross-training opportunities, and internal recognition to sustain motivation.



Outcomes

- **Right-Sized Delivery:**
A lean core team avoided overresourcing during slow periods while remaining surge-ready for holiday traffic spikes.
- **Consistent Brand Alignment:**
Playbooks and refreshers ensured high-quality, brand-aligned interactions even at peak volume.
- **Operational Agility:**
Rapid activation of seasonal capacity supported promotions without sacrificing experience quality.
- **Aligned Program Transition:**
The client later consolidated support inhouse; the engagement demonstrated how flexible operations and retail-season readiness deliver strong results even within a narrow, fluctuating volume band.



KEY TAKEAWAYS

- **Right-sized staffing plus surge mechanisms** are essential for retailers with long offpeak periods and intense holiday peaks.
- **Seasonal hiring and targeted microlearning** accelerate rampup and protect quality during promotional events.
- **Cross-program flexibility** keeps agents engaged and productive during lowvolume months while preserving a ready bench for spikes.
- **Proactive holiday readiness**—policy, product, and system updates—drives faster, more empathetic resolutions when expectations are highest.