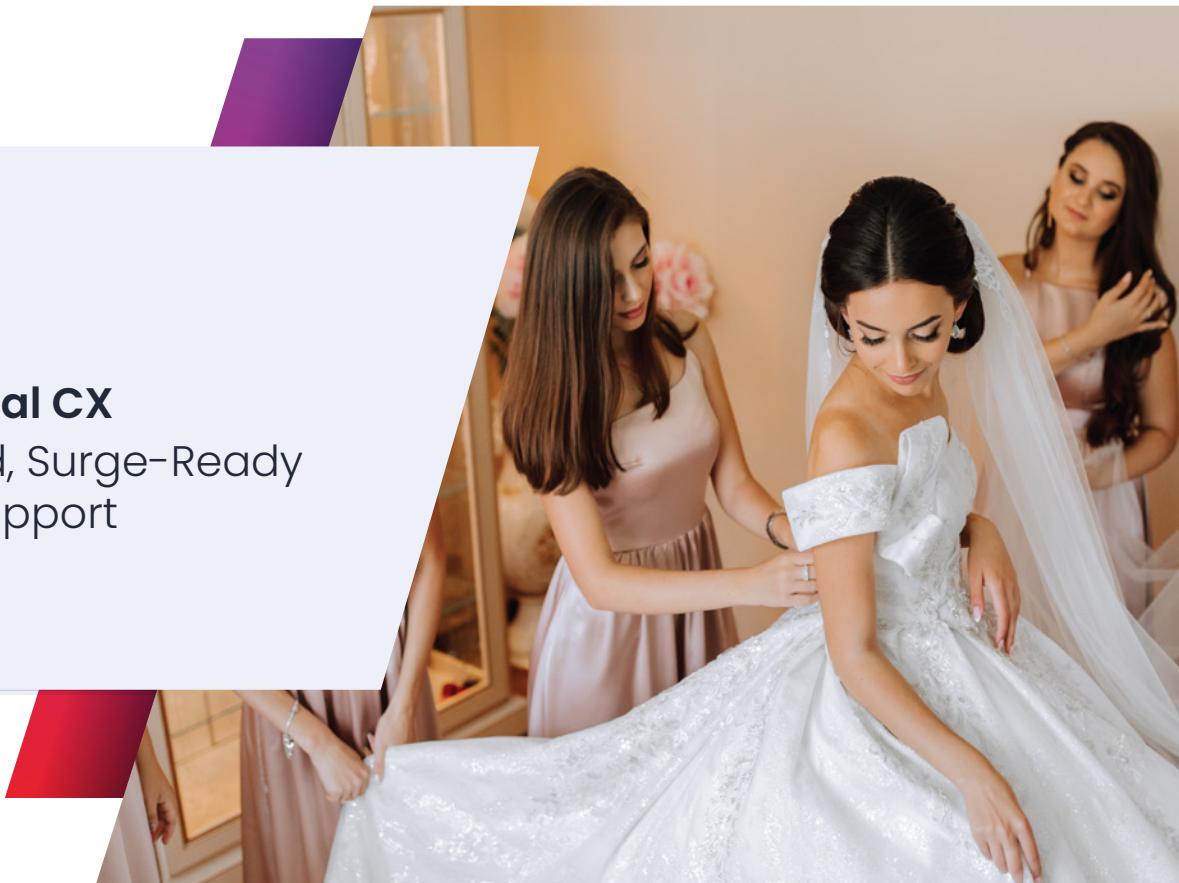**FUSION**
POWER OF HUMAN CONNECT

CASE STUDY

Scaling Seasonal CX
with Centralized, Surge-Ready Multichannel Support

About The Client

A U.S.-based online bridal and formal fashion retailer offers affordable, made-to-order wedding gowns, bridesmaid dresses, and formal event attire with inclusive sizing and custom-fit options. Operating entirely online, the business relies on consistent, high-quality customer support for sizing guidance, order status, returns, and delivery timelines—especially during peak engagement seasons.

Challenges

- **Extreme Seasonal Volume Spikes:** During Engagement Season (December–February), customer inquiries could quadruple compared to off-peak periods, requiring rapid capacity expansion without sacrificing quality.

- **Fragmented Outsourcing Model:** Multiple outsourcing vendors operated with inconsistent processes, quality standards, and reporting structures, resulting in uneven customer experiences.

- **Limited Performance Visibility:** Disparate reporting limited leadership's ability to gain a unified view of KPIs such as CSAT, response times, and first-contact resolution.

- **Operational Complexity & Cost Pressure:** Managing multiple vendors increased overhead, reduced agility, and made seasonal scaling inefficient and costly.

The client needed a centralized, scalable, and cost-efficient support model capable of absorbing seasonal surges while delivering a consistent, high-quality customer experience.

Action Plan Deployed

Fusion CX Philippines partnered with the client to consolidate customer support into a single, high-performance operating model built for seasonal scalability and consistency.

1 **Centralized Support & Vendor Consolidation**

- Unified all customer support operations under one BPO partner to eliminate fragmentation.
- Standardized workflows, escalation paths, and performance metrics across channels.

2 **Rapid Hiring & Peak Readiness**

- Implemented accelerated recruitment and onboarding ahead of peak engagement season.
- Ensured agents were fully trained and production-ready before demand spikes.

3 **Multichannel Support Readiness**

- Cross-trained agents to handle voice (inbound/outbound), chat, and email interactions.
- Enabled flexible workload distribution during high-volume periods.

4 **24/7 Coverage Model**

- Established round-the-clock support to improve accessibility and reduce backlog during peak demand windows.

5 **Standardized QA & Performance Reporting**

- Deployed unified quality assurance frameworks and KPI dashboards.
- Provided real-time visibility into CSAT, productivity, and resolution metrics to support data-driven decision-making.

Outcomes

- **Seamless Peak-Season Support:** Successfully handled sharp inquiry spikes during engagement season without service disruption.

- **Operational Stability:** The pilot phase demonstrated strong service quality and delivery consistency.

- **Faster Response Times:** Improved coordination across channels led to quicker customer resolutions.

- **Improved CX Consistency:** Standardized processes delivered a uniform, brand-aligned experience across all touchpoints.

KEY TAKEAWAYS

- Centralizing customer support under a single, scalable partner simplifies operations and improves CX consistency.

- Rapid hiring and multichannel cross-training are critical for managing extreme seasonal demand spikes.

- Standardized QA and performance reporting provide the visibility needed to maintain service quality at scale.

- A surge-ready operating model enables retailers to meet peak demand while remaining cost-efficient during off-peak periods.

To learn more about AI QMS and its CX transformation capabilities,
write to us at: contact@fusioncx.com

visit us at www.fusioncx.com