

CASE STUDY

Enabling Seasonal Scalability and Cost-Efficiency for a Heritage Apparel Retailer



About The Client

A U.S.-based apparel retailer with a long-standing direct-to-consumer business faced increasing customer service pressure during peak retail seasons. With inbound voice as a primary support channel for order entry, catalog inquiries, and post-purchase support, the brand engaged Fusion CX to implement a scalable service model capable of absorbing sharp holiday volume spikes while maintaining service quality and customer trust.

Challenges

To sustain customer experience during high-impact retail periods, the client needed to address a set of interrelated operational challenges tied to seasonality, workforce scalability, and cost efficiency, which centered around:

- **Seasonal Volume Surges:** Call demand increased sharply during Thanksgiving and Christmas, requiring rapid capacity expansion without impacting service quality or customer trust.
- **Rapid Hiring & Readiness:** Scaling large agent cohorts within an 8–10 week window challenged traditional hiring and training models while raising time-to-proficiency risks.
- **Steady-State Cost Pressure:** Maintaining a large U.S.-based workforce year-round was not economically sustainable, driving the need for a lower-cost delivery model that preserved SLAs.
- **Performance Consistency:** Newly onboarded and seasonal agents were expected to match the accuracy, tone, and efficiency of tenured staff during the most critical sales periods.

Action Plan Deployed

To address seasonal volatility while preserving service quality and cost discipline, Fusion CX implemented a structured delivery approach that translated strategy into execution across four core dimensions, which included:

1

Rapid Workforce Scaling for Peak Seasons:

- Accelerated hiring and onboarding enabled the ramp of up to 150 agents within an 8–10 week window ahead of the holiday season.
- Agents reached production readiness in time to absorb peak call volumes without service disruption or backlog buildup.

2

Dedicated Voice and Order Entry Coverage:

- Inbound voice support handled order placement, catalog inquiries, order status, returns, and cancellations across peak periods.
- Standardized call handling ensured consistent tone, accuracy, and alignment with the client's U.S.-based service standards.

3

Quality Governance and Leadership Oversight:

- A dedicated QA function and Team Lead structure monitored performance and reinforced service expectations.
- Continuous oversight ensured SLA adherence and service quality parity with onshore teams throughout peak cycles.

4

Cost-Efficient Steady-State Transition:

- Strong peak performance enabled a transition from seasonal staffing to majority ownership of steady-state operations.
- The program scaled to a 100-FTE steady-state model, replacing higher-cost U.S.-based roles while maintaining outcomes.

Outcomes

As the scaled support model was put into practice across peak and post-peak periods, the engagement delivered clear, observable outcomes tied to volume handling, cost control, customer experience, and long-term staffing decisions, which led to:

- **Successful Holiday Ramp:** Scaled rapidly to meet peak holiday demand while maintaining high service levels.
- **Cost Reduction with SLA Protection:** Achieved meaningful cost savings without compromising SLAs or KPIs.
- **Improved Customer Experience:** Reduced call hold times during peak periods, contributing to stronger CSAT outcomes.
- **Operational Trust Earned:** Performance consistency enabled Fusion CX to capture the majority share of steady-state staffing.
- **Scalable Retail Model:** Established a repeatable framework to manage recurring peaks and valleys typical in apparel retail.

KEY TAKEAWAYS

- Seasonal retail brands require partners that can scale quickly without sacrificing service quality.
- Accelerated hiring and structured onboarding are critical for meeting holiday demand windows.
- Offshore delivery models can drive significant cost efficiencies while maintaining parity with onshore performance.
- A strong peak-season performance creates the foundation for long-term, steady-state partnerships.
- Scalable CX models help retailers manage demand volatility while protecting both revenue and brand experience.



To learn more about AI QMS and its CX transformation capabilities,
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