



Scaling Fashion CX at **Speed** and **Precision**

How a leading fashion and lifestyle ecommerce platform scaled from 50 to 485 FTE in 30 days and built a 1,400-FTE omnichannel customer experience operation.



CHALLENGES FACED

Demand was growing faster than traditional CX models could respond.

ABOUT THE CLIENT

A leading fashion and lifestyle ecommerce platform serves digitally connected customers across apparel, footwear, accessories, and related lifestyle categories. Customer experience plays a major role across the shopping journey, from product and sizing questions to order status, delivery issues, returns, refunds, and post-purchase support.

As the business expanded, the client needed a partner capable of scaling customer operations rapidly while maintaining consistent performance across voice, email, chat, and social media.

1

Rapid Volume Growth

High customer inquiry and order volumes, particularly during sales and promotional events, required substantial capacity at short notice.

2

Omnichannel Consistency

Customer experience had to remain consistent across voice, email, chat, and social interactions.

3

Complex Fashion Journeys

Agents handled product and sizing questions, returns, refunds, delivery issues, order status, complaints, and escalations.

4

Quality During Rapid Ramps

Large cohorts had to become productive quickly without creating deterioration in service quality.

ACTION PLAN DEPLOYED

Fusion CX built a scalable fashion CX operating model around rapid workforce deployment, targeted training, journey optimization, and structured performance management.

1

Rapid Workforce Scaling

- Began operations with **50 FTE**.
- Scaled to **485 FTE within 30 days**.
- Built a flexible staffing model to adjust capacity as demand changed.

2

Contact-Driver-Based Training

- Structured agent preparation around key customer contact drivers.
- Focused training on orders, delivery issues, refunds, returns, product queries, complaints, and escalations.
- Improved readiness during successive hiring waves.

3

Omnichannel Customer Support

Fusion CX supported customers across:

- **Voice:** order status, complaints, delivery issues
- **Email:** refunds, returns, escalations
- **Chat:** product queries, cart issues, fashion assistance
- **Social media:** customer engagement and reputation-related interactions

4

Service Improvement and Journey Mapping

- Applied a structured service-improvement framework across the operation.
- Mapped customer journeys across multiple fashion brands and service scenarios.
- Used operational insights to improve efficiency, customer effort, and resolution.



Scale Journey

50 FTE

Initial operation



485 FTE

within 30 days



1,400 FTE

as the partnership expanded
Peak Flexibility

200+ FTE added in under 5 days
during peak-demand periods

RESULTS

From rapid ramp to preferred CX partner.

Fusion CX expanded from an initial delivery partner into a large-scale omnichannel operation supporting the client through both everyday demand and major fashion retail peaks.

Customer Experience	Service Performance	Scale
86% NPS achieved during the earlier growth phase >90% TNPS achieved as the operation matured >81% Customer Effort Score	>96% SLA performance 16% Reduction in cost of service 200+ FTE Added in under five days during peak periods	485 FTE Reached within 30 days 1,400 FTE Supporting omnichannel customer operations as the partnership expanded Preferred partner Within a multi-vendor delivery environment

Key Takeaways

- 1

Design for peaks, not averages

Fashion ecommerce demand can change quickly around sales and promotional events, requiring capacity that can be activated at speed.
- 2

Accelerate readiness through contact-driver training.

Training built around real customer journeys helps large cohorts become productive faster.
- 3

Omnichannel requires one operating standard.

Voice, email, chat, and social channels should operate against consistent service and quality expectations.
- 4

Journey mapping improves customer effort.

Understanding where customers encounter friction across brands and interaction types helps improve resolution and experience.
- 5

Strong delivery earns greater share.

Consistent performance during rapid growth and peak events can move a provider from launch partner to preferred vendor.

Ready to Scale Fashion CX?

See how Fusion CX can help retail and ecommerce brands build flexible customer operations for everyday demand, peak events, and long-term growth.



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