

# Case Study: *Retail*

One of the United Kingdom's leading retail businesses, operates more than 20 department stores and a Web store, catering to a high-income consumer market. The client partners with Sitel on three programs – Direct, Software Support and Gift List – to provide multi-channel customer care to its loyal brand enthusiasts.

## Objectives

- Increase customer care efficiency
- Improve customer satisfaction and service levels
- Provide seamless interaction between store and service center

## Solutions

- Wine advisors provide expert wine selection advice to customers
- Carrier assistance teams proactively manage carrier issues to minimize impact on customer experience

## Results

- Average Service Level 97% (85% target)
- Abandon rate < 0.5% through resource planning
- Efficiency improvements through absence reduction, maximization of management resources and awareness of performance targets
- Scalable solution manages 200% FTE needs during peak seasons
- Achieved 11% reduction in staffing costs

## Services

- Customer Service
- Order Placement
- Catalog Support
- Pre-Sales/Post-Sales
- Product Activation
- Sales Programs
- Registration
- Order Processing
- Payment Processing
- Software Support

## Testimonial

*"The call handler was well-mannered and so articulate and thorough that I didn't really need to ask any questions. He explained every aspect of the gift service with confidence and fluency ..."*

Marketing Magazine