

Industry Profile. Retail and E-Commerce.

Retail and E-Commerce Industry Profile.

The logo for SITEL, featuring a red globe icon above the word "SITEL" in a bold, black, sans-serif font. The letter "I" is red, and the letter "L" is black. The logo is set within a white circular background.

SITEL

Experience shared.

Version 1.0

Retail and E-Commerce Industry Profile

Global competition in the retail and e-commerce services sector is relentless. Technologies are constantly upgrading, customers are increasingly using social media; and every day, the options available to them increase. New markets, new products, and new channels lead to new business challenges – and opportunities too. For retail and e-commerce companies, the keys to leveraging contact center services to stay competitive are:

- Effective management of customer relationships
- Identifying the most valuable prospects and customers
- Converting this knowledge into improved marketing and sales performance
- Providing high quality care that increases customer loyalty, cross-sell opportunity and incremental demand

From lead generation to fulfillment and customer acquisition to warranty support, Sitel understand the needs and demands of today’s tech-savvy consumer. Our comprehensive suite of omnichannel customer service solutions enables retailers, resellers, e-commerce and catalog companies to:

- Gain customer insight and knowledge
- Identify opportunities between each stage of the customer life-cycle
- Maximize customer satisfaction and loyalty
- Drive low cost-per-transaction/sale; and;
- Offer a 360-degree customer lifecycle support

Who we serve

- Store Chains
- Resellers
- Online eTailers
- Loyalty Programs

Sitel’s Value Proposition

Sitel provides omnichannel customer service outsourcing to retail clients and their customers across all lines of retail business, including stores, online and loyalty programs. Some of our key credentials include:

- More than 25 of the world’s leading retail companies
- Services delivered from 16 countries (including Canada, Colombia, Denmark, Germany, India, Mexico, Netherlands, Nicaragua, Panama, Philippines, Poland, Serbia, Spain, UK and U.S.)
- More than 5,400 employees supporting retail customers in 12 different languages from and across Asia Pacific, North and South America, Middle East and Europe, America, Middle East and Europe

Our Proven Results

Increased Sales and Operating Efficiency



Strategy

Client – Major North American home appliance retailer

- Cross-skilling agents to handle online sales and delivery support
- Implemented an automated post-call IVR survey, providing NPS (Net Promoter Score) data based on the interaction with the agent as well as the customer’s experience with the product and/or service
- Implemented a Concession Matrix, allowing agents to counter cancellation requests by offering coupons, gift cards, or comparable items, thereby either saving the sale or increasing client revenue through repeat/additional purchase
- Developed a Tiering Strategy based on agent capability and performance, improving call handling and efficiency on both sales and service call types, increasing sales performance



Success

- Contributed over \$20 million in client revenue in a quarter while exceeding overall sales goals by 3-4% month over month
- Maintaining the customer save/retention rate above 50% along with;
- Average concession rate of only 0.84%
- C-SAT increasing 6-9% every month over month
- Three years total cost savings of \$2.7 million



Strategy



Success

Client – Worldwide cloud e-commerce company

- Mirrored processes and chat based upselling strategies with existing accounts with proven records on revenue generating initiatives.

- 30% increase in average order value month over month
- Conversion rate higher than client targets month over month

Client – Leading global food and service provider

- Developed a customer facing knowledge base
- Self-learning Knowledge base based on customer responses

- Increased consumer traffic for website queries from 15 to 272,285 in just 3 months

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