

REPUTED AUSTRALIAN MANUFACTURER ENHANCES CUSTOMER SATISFACTION WITH E-COMMERCE BUSINESS THROUGH CUSTOMER CARE OUTSOURCING

THE CLIENT

A renowned Australian product manufacturer, whose history dates back more than a century, now expanding their reach worldwide through e-commerce

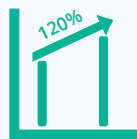
THE REQUIREMENT

To facilitate superior customer interactions across various channels of communication throughout the e-commerce purchase lifecycle, and maximize satisfaction with ordering process

OUTCOMES



70% increase in revenue over a two-year period from 2011



120% increase in customer base from 2011 to 2014



Expansion of business units from one location to multiple locations globally



75% cost savings annually



THE BUSINESS CHALLENGE

Our client, a renowned Australian manufacturer of custom-designed products, was looking to increase the satisfaction of thousands of customers who placed orders through their e-commerce channel. The client was seeking an outsourcing partner who could streamline order management, deliver a superior quality of customer care service in a cost-effective manner, and whose team had exemplary language and communication skills. They chose Invensis to provide an effective solution.

THE INVENSIS ADVANTAGE

Requirement Analysis

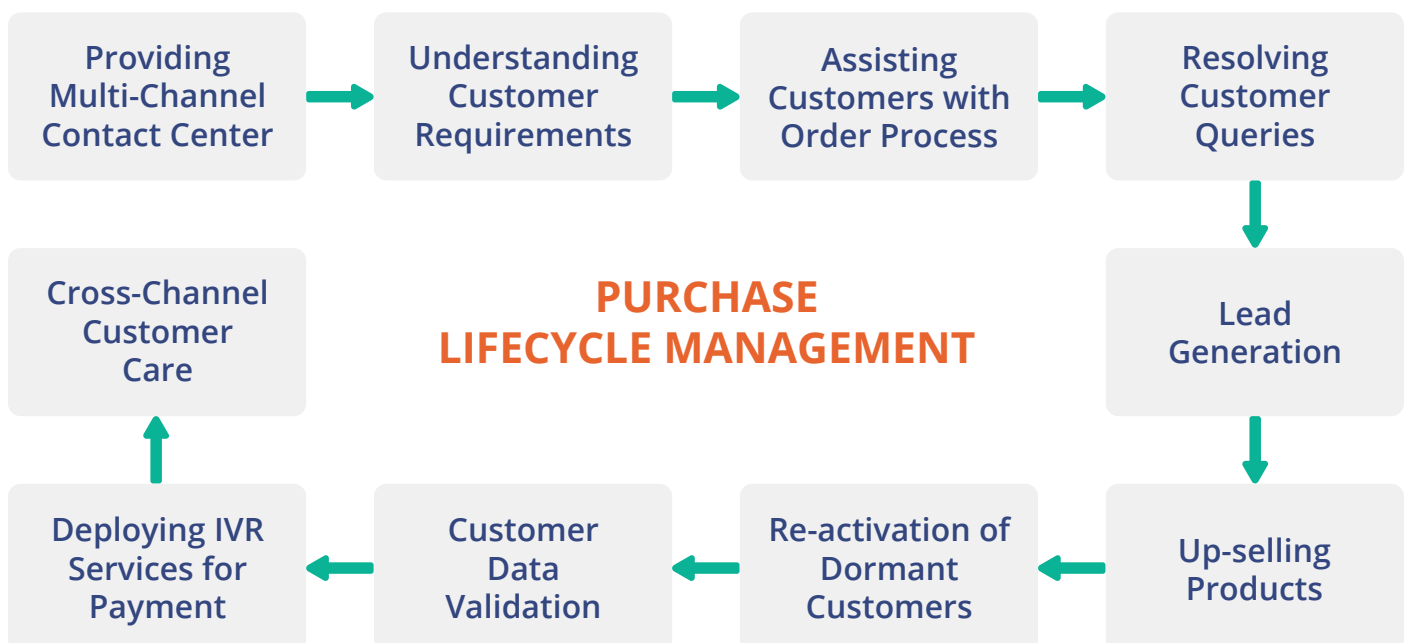
- In-depth study of the product offering of the client and the e-commerce business model to tailor our services accordingly
- Understanding the business requirement of the client for a multi-channel customer care contact center to build strong customer relationships

Process Optimization

- Aligning our processes and personnel with the desired business outcome of the client
- Employing the fundamentals of Six Sigma methodology – Define, Measure, Analyze, Improve, Control (DMAIC) - to deliver positive results for the client

Process Implementation

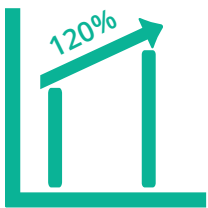
- Multi-channel contact center support provided to the client's customers during the required business hours
- Immediate support for all customer enquiries through phone calls, live chat and emails
- Complete e-commerce order management, starting with understanding customer requirements, designing samples based on their inputs, making rectifications where necessary and procuring approval before dispatching order to production unit
- Assisting customers with placing the order and tracking the status of the order and delivery
- Resolving customer queries about the products and the diverse designs available
- Providing sales support to the client through lead generation
- Up-selling new designs and products
- Reactivation of dormant customers through innovative methods
- Customer data validation to ensure the database is up to date
- Deploying IVR services for payments
- Providing high-quality service to the customer with the aid of a robust CRM system that offers a bird's eye view of the history of the individual's interactions with the company
- Utilization of a real-time dashboard to transmit complete visibility of our process to the client and enable them to maintain control of the outsourced activities



THE RESULT



70% increase in revenue over a two-year period from 2011



120% increase in customer base from 2011 to 2014 by adding new customers and reactivating dormant ones



75% annual cost savings from outsourcing versus investing in trained personnel and technology in-house



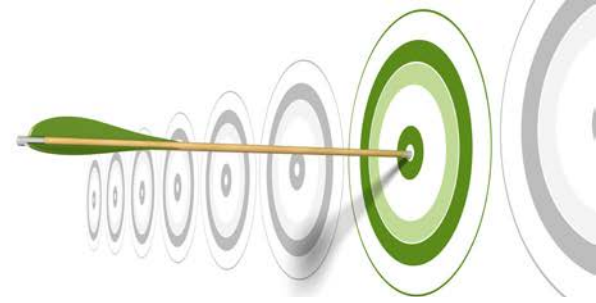
Considerable increase in customer satisfaction as seen through customer testimonials



Focus on core competency by outsourcing



Expansion of business units from one location in Australia to multiple locations around the world



TESTIMONIAL

"I am extremely happy with the team at Invensis and the support they gave us. Their contact center was very professional and provided our customers with high-quality services. By doing so, we were able to grow our business in new markets in the world."

**- Managing Director,
Australian Product Manufacturer**

By outsourcing to Invensis, the client was able to streamline order management for their products, optimize their e-commerce business model, enhance the satisfaction of their patrons, focus on their core capabilities, and expand their global footprint, knowing that their multi-channel customer care requirements were in safe hands.

The positive outcomes delivered to the client over the course of a three-year partnership, also resulted in an increase in the mandate assigned to us, from initially tracking orders to sales consulting to ultimately providing 360-degree order management services and customer care.

INVENSIS FACT FILE

- ▶ 14+ years of experience
- ▶ ISO 9001 and 27001 certified
- ▶ Multiple delivery centers
- ▶ 1000+ trained professionals
- ▶ 7+ service verticals
- ▶ 200+ clients served around the world

OUR WORLDWIDE CLIENTELE



CONTACT INVENSIS

For more information on how Invensis can deliver superior support for your customers and maximize their satisfaction with your business, contact us today.





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