

TRANSFORMING BROWSERS INTO BUYERS

Embracing the Power of Advanced AI Algorithms, Smart Messaging & Intelligent Human Intervention for Faster Conversions

Case Study LEADING BEAUTY & PERSONAL CARE BRAND



BACKGROUND

It's an emerging cosmetic company gaining competitiveness in India. They offer a variety of ranges that include skin, hair, and body care products designed to enhance and prolong the beauty of users. They are taking over many other brands under their umbrella and are going for big time expansion.

KEY CHALLENGES

- The brand was growing exponentially, and hence, its customer service was becoming too complex for voice-based customer support. It needed a customized integrated omnichannel customer experience (CX) strategy across all touchpoints. When considering all of this, we crafted a custom omnichannel CX strategy for them by using a perfect blend of strategy, experience, and cost-effectiveness.
- The cart abandonment was one of the main concerns killing their profits and hindering their growth.
- The brand wanted to increase their repeat sales and increase customer lifetime value.
- There were experiencing high cancellation on COD orders and high RTO.

- The brand had realized the potential of generating revenue on support calls but the focus of converting the customer support cost center to revenue generating model was not there since the core team members were engaged in expansion which was leading to revenue leakage and putting extra cost pressure on the brand.
- The support window was also limited to 8 hours, leaving customers frustrated by the lack of urgency.





SOLUTIONS

MCN designed a comprehensive roadmap to help the brand align its vision with defined milestones and anticipated outcomes. The approach ensures the thorough attainment of goals and the prediction of outcomes crucial to business growth.

1

MCN created a full proof strategy to convert every customer interaction into sales revenue through all possible touchpoints.

2

The idea was to provide human assisted customer buying experience across all touchpoints thereby increasing sales on every opportunity identified.

3

While marketing creates the buzz, lack of physical touchpoint may deflect the customer from making a buying decision and hence smart human intervention can tap customer queries on a real time basis and help customers make the purchase.

4

Upselling and cross-selling were offered as solutions to outbound and inbound inquiries, which helped boost revenue. Our seamless integration with Shopify, and other e-commerce platform, helped in smooth and fast execution.

- Those who left their products in their carts were contacted and encouraged to make the payment. This integration helped us close the sale with potential customers when conversion chances were very high.
- Secondly, existing clients were contacted for their feedback, during which we pitched them new products. Thus, we were able to generate sales for them.
- Repeat sales opportunities were identified through intelligent AI based analytics and were tapped to get additional revenue and boost customer loyalty.

- MCN has converted their cost center to profit center by generating sales revenue on support calls/chats.

5

With the seamless mix of technology and live agent support, agents can handle more complex inquiries, whereas simple and low complexity questions are handled by automated options. This approach allows the client to provide answers to customers through their preferred communication channels while also freeing up agents to handle more complex issues.

6

MCN manages customer support 24/7 for the brand which led to increased enquiries, boosted customer experience and hence generating more sales revenue.

7

Continuous engagement of training and quality team who also drive sales on every customer interaction by giving feedback to agents on lost opportunities if any.

SECOND PHASE

In the second phase (which is under implementation), we will be using a smart unified messaging system and real time signaling on customer's buying intent using multiple APIs (the platform is under testing phase) . This will further reduce NDR and will magnify upselling and cross selling.

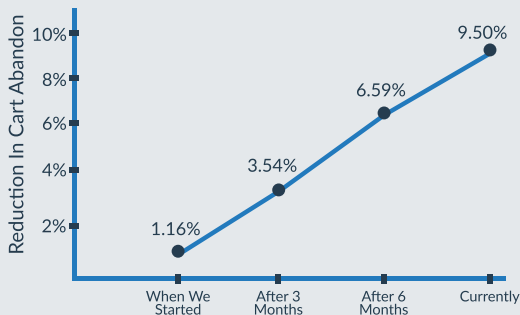
TECH SOLUTIONS

- Dialing technology - using automatic dialing for maximum agent productivity
- An omnichannel platform for managing all touchpoints
- ACD to transfer calls based on skill set
- Realtime seamless integration with ecommerce platforms like Shopify
- Integrating customer buying intent signalling & address validation using multiple APIs from multiple sources.

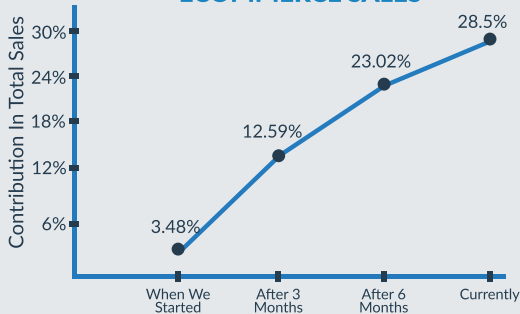
OUTCOMES - PHASE 1

This approach has provided the startup with a model to enhance its customer service and reduce contact center costs. Previously, internal company members managed these areas, but the process was inefficient and lacking. The start-up has been able to remedy this situation by outsourcing the support to us. As a result, any issues associated with scalability have been resolved due to MCN's ability to consistently provide them with experienced agents who were effective at driving sales and reducing customer churn.

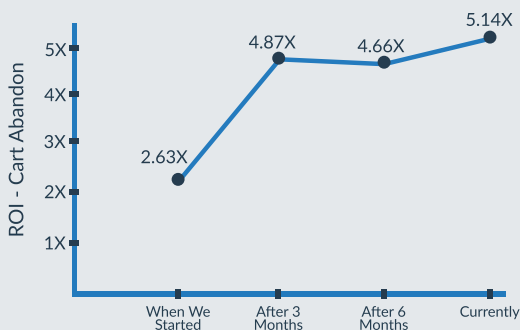
REDUCTION IN CART ABANDON



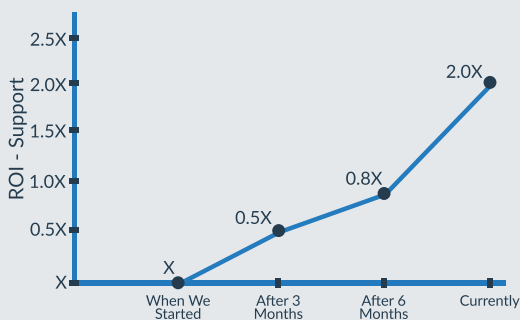
BPO CONTRIBUTION TO ECOMMERCE SALES



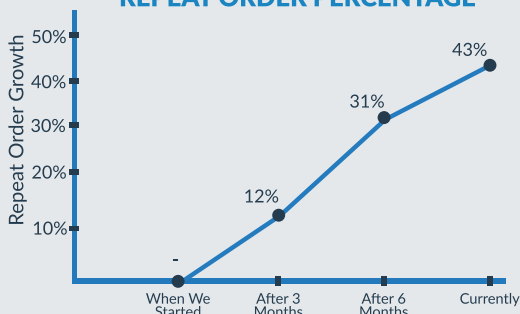
IMPACT ON SALES - CART ABANDON



SUPPORT TO SALES



INCREASE IN REPEAT ORDER PERCENTAGE



- 1 Reduction in cart abandon by 9.50% generating more than 40k orders in a month (contributing 28.50% sales revenue in the overall sales of the brand)
- 2 ROI of cart abandonment process is 5.14 times
- 3 ROI of the overall process jumped to 5 times in a span of 9 months
- 4 The average order value is increased by 17%
- 5 Successfully converted cost center to profit center thereby delivering 2X revenue from customer support

“ While we were planning outsourcing, we wanted a partner who are experts in customer lifecycle management, someone who can help us manage our end-to-end customer experience and increase our sales. Partnering with Mas Callnet was a fruitful choice as our key objectives are met and we are able to strengthen and expand our brand by focusing on core strategic operations.

AVP, Customer Experience



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