

ALIGNING THE BRAND WITH ACTIONABLE GOALS THROUGH A CX ROADMAP

Case Study LEADING BEAUTY & PERSONAL CARE BRAND



BACKGROUND

It is a rising 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.

KEY CHALLENGES

- The main challenge was a lack of an effective customer relationship management (CRM) platform to keep their growing number of customers satisfied. With the brand's exponential growth, its customer service was becoming too complex for voice-based customer support, so 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.
- As the brand itself was a specialist product, but without sales and customer service experience, they found themselves often in a quandary not knowing how to handle customer issues. This made it very difficult for them to manage the quality of their customer service department.

- The brand was not able to find the right CX partner who would be able to augment and enhance their current technology to cater to their customers more effectively. The support window was also limited to 8 hours, leaving customers frustrated by the lack of urgency.





SOLUTIONS

Dialdesk 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

Added 24x7 customer support, resulting in lower churn rates. Their window was extended 24x7, but their current costs remained the same.

2

Managed all touchpoints with an omnichannel strategy and CRM.

3

Lead management and cross-selling were offered as solutions to outbound marketing inquiries, which helped boost revenue. In addition to this, we gathered sales leads and transmitted them to the sales team in real-time. Our integration with Shopify, an e-commerce platform, helped the brand immensely.

- 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.
- Every month we are contributing to their bottom line using this customer support team.
- As a result, their sales per seat increased upto 1 lac a month.

4

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.

OUTCOMES

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 DialDesk's ability to consistently provide them with experienced agents who were effective at driving sales and reducing customer churn.

Tech SOLUTIONS

- Dialing technology - using automatic dialing for maximum agent productivity
- An omnichannel platform for managing all touchpoints
- SOP creation to give clarity of targets to agents
- ACD to transfer calls based on skill set

- Enhanced CX with 98% AL and 90% of service levels being met.
- NPS implementation lead to increase in sales due to word-of-mouth marketing.
- A more efficient complaint process contributed to a better customer experience.
- CSAT increased by 36%.
- Repeat orders increased by 32%, resulting in a positive impact on loyalty.



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