

Online Catalog Retailer Success Story



VIPdesk Helps Catalog Retailer Improve Its Sales and Customer Support

The Customer Care Challenge

A national retailer with a catalog store presence was in need of a call center outsourcer to supplement customer service operations for the 2006 holiday rush. Due to VIPdesk's reputation for excellent customer service using home-based call center agents, also known as Brand Ambassadors, this national retailer selected VIPdesk's Virtual Call Center service offering as its "extra hands" for the holiday season. Upon selection, VIPdesk had merely one month to recruit over 100 Brand Ambassadors to represent the client, develop and deliver training modules to dedicated Brand Ambassadors, and get them on the phones. This was a very challenging launch due to the extreme time compression and the need for VIPdesk to serve as a seamless extension of the brand leader's voice.

The VIPdesk Difference: Proven Results

VIPdesk was so successful supporting the client during the 2006 holiday season that the relationship between the two companies continues to this day and has dramatically expanded. VIPdesk has provided results for the client including:

- Continuously exceed up-sell conversion goals by 50%
- Enabled client to consolidate in-house call centers down to one center in one year, handling 67% of peak volume traffic for the client in year two
- Answered over 200% of forecasted volumes during seasonal periods where weather significantly impacted the client's internal center
- Reduced AHT by 31% over the first year of program operation
- Reduced shrinkage by 14% over two months, with the integration of performance-based scheduling
- Managed spike over holiday season, supporting a 216% increase in handled call volume month over month
- Increased Brand Ambassador staffing by 200% for holiday surge in year two

Today, VIPdesk continues to provide the client with customer service and sales support via phone. VIPdesk has provided customer support for this client since November 2006, and is the only outsourcer with whom the client has chosen to maintain an ongoing relationship. VIPdesk continues to develop the relationship between the two companies, acting as a thought leader in helping the client develop best practices for its customer service functions.

About VIPdesk

VIPdesk is the pioneer of premium home-based contact center solutions. We have been offering home-based solutions since 2000 and currently work with global brand leaders in industries including retail, financial services, travel and automotive services. We serve more than 70 blue-chip clients and are continually recognized as a progressive industry leader as evidenced through numerous awards, including the Inc. 500, Inc. 5000, NCBEA Business Ethics Award, Stevie Awards for Women in Business and Smart CEO Future 50.