

Luxury Online Retailer Success Story



VIPdesk Helps Online Luxury Retailer Triple Sales Conversion Rates Within 7 Months of Program Launch

The Customer Care Challenge

Before discovering VIPdesk's Virtual Call Center service, an online luxury retailer of men's and women's designer-label clothes, shoes, accessories and house-wares was in a customer service crunch. They were outsourcing their call center operations to a traditional brick-and-mortar call center, but were unhappy with almost everything—output, sales conversions, occupancy, service levels, attendance and more. In addition, they were using a second vendor for their email while answering online chat requests in-house. The retailer had 3 separate customer service functions in 3 disparate locations, and wanted to streamline operations into one central location for ease of manageability as well as the increased quality that would certainly accompany a move to a centralized customer service function.

VIPdesk Connect Results

After an extensive RFP process, this online luxury retailer chose VIPdesk Connect for several reasons, the main reason being VIPdesk's unique virtual call center model, which gives clients the ability to recruit Brand Ambassadors (VIPdesk customer service reps) with specific skill-sets such as high-fashion expertise and extensive customer service experience. VIPdesk took over the online luxury retailer's phone, email, and chat functions, and became their only customer service outsourcer. In the first nine months working together, VIPdesk was able to provide the retailer with the following remarkable results:

- Tripled sales conversion rates within 7 months of program launch
- Reduced cost per contact by \$2.11 within the first 6 months resulting in \$1.8 million in savings
- Ramped up from 0 to 100 agents in under 2 months
- Expanded service hours by 18% with less than 2 weeks notice
- Implemented new queue set-ups for promotional activities within 1 week
- Improved customer satisfaction by 27% v. prior vendor, averaging 92% customer satisfaction rating for all contact media
- Averaged 20% sales conversion rates on customer service (non-sales) calls within less than 1 year after launch
- Improved first contact resolution with the incorporation of webchat by an additional 12%

VIPdesk continues to be the only customer service outsourcer with whom this online luxury retailer partners. The incredible success that VIPdesk has had in turning around the retailer's customer service function further solidifies the benefits of the virtual call center model.

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.