

Tech Company Uses NexRep Agent Force to Transform Top-Rated Fitness Tracking Business



Executive Summary

Our client turned to us at a pivotal point in their growth and development; they had outgrown their call center and were approaching a launch and impending surge in volume. They needed an organization to respond quickly to demand while delivering world-class customer service.

About

Our client is a privately held consumer technology company with a private valuation of \$2-3 billion. They manufacture and market consumer electronics including Bluetooth® headsets, specialty speakers, and a market-leading wrist-wearable fitness tracker.

Challenges

Prior to contracting with NexRep, our client outsourced their operations to three different companies: a multi-billion dollar international brick-and-mortar call center with operations in the U.S., Canada, the Philippines and Latin America, an international BPO with operations in many countries, and a third company for EU business. Their products involve highly seasonal shopping and volume is driven by new product releases each September.

This client's customers are typically highly affluent consumers of tech products, and highly active fitness enthusiasts. Their customer is a demanding and knowledgeable consumer who relies on his/her devices for daily sleep and exercise tracking. The client's wrist-wearable fitness tracker uses a system which includes a specialized product line hardware and an award-winning App that was voted best fitness tracking App by Verge magazine. When this client first approached us they were the fastest growing fitness tracking device on the market.

How We Helped

Because of NexRep's unique agent population model, we were able to solve many of the challenges our client was facing and deliver the level of quality and responsiveness they needed to react to the growth they were experiencing.

Results

Because they had reached capacity with their call center, they faced the prospect of the massive enterprise of building out their own new call center. All of the expertise, experience and industry knowledge that would have been required to build out their own operation was provided by us in one neat package. We were able to provide:

- Sourcing, activating and certifying new agents
- Performance monitoring
- Attrition management
- Quality monitoring
- CSAT insights

When we contracted with them we:

- Handled 60% of their total volume within 12 months
- Reduced customer handle time by 30 seconds across the board while improving quality
- Delivered needed service levels of 90%
- Delivered agents of a high caliber of professionalism for this tech client's high-end clientele
- Achieved a CSAT of 89%

Our model allowed for maximum scalability; due to the surge in popularity of personal tracking devices, our client needed a fast growing scalable group of agents, which we were able to deliver.

What Makes This Technology Client Unique

Our client's contact arrivals are highly erratic, driven by seasonality, new product launches, and back orders. Similar to many of the world's largest consumer tech companies, the client is extremely protective of new product release information. NexRep is given three days to train agents on new production launches, which happen typically in September of each year. The contacts come through omni-channels such as inbound calls, outbound calls, email and chat support and require high touch technical support. The support we provide involves our client's products and a plethora of integrated technologies related to their devices such as smart phones, tablets, PCs and operating systems. Our agents are required to have technical skills, navigation skills, an ability to learn multiple systems in multiple channels and soft skill capability to deliver customer experiences in the 89% range.

The consumer lifetime value is incredibly high, as products generally cost \$100-\$300, with paid upgrades to newer product versions being critical to their business model. CSAT and quality measures are vital to this tech client. In addition, customer service contacts for this tech client

encompass a variety of issues including Tier 2 troubleshooting (for example, a consumer needing to port pre-existing fitness data from their old iPhone to an Android), Consumers may also ask for assistance with hardware issues such as difficulties recharging products, unknown errors causing LED lights to flash, and a host of other technical conditions involving software related to Bluetooth® technology and our client's App.

Additional Statistics on How We Delivered Beyond Expectations for Our Tech Client:

BETTER CUSTOMER EXPERIENCE



SEASONED, CARING COMMUNITY OF AGENTS



3% attrition after six months and 49% of original workforce remains after three years.

INCREASED CUSTOMER ACCESS



114% growth YOY for three years, large quality scaled workforce



*Competitor and industry CSAT is typically in the 60s.