

Online Retailer Succeeds with Offshore WFH [24]7 Agent Services™

Decades-long relationship enters new chapter.

ORGANIZATION

- A tech-driven online retailer providing high-quality merchandise, great value, and exceptional customer service.

[24]7.ai PRODUCTS & SERVICES

- [\[24\]7 Agent Services](#)

CX ENVIRONMENT

- In-house agents in two US contact centers
- 750+ [24]7.ai digital and voice agents in India, Guatemala, and the Philippines
- 30,000 calls, 14,700 SMS inquiries, and 5,000 emails each week (average)

CHALLENGES

- Difficulty recruiting and hiring agents locally
- Little experience with WFH agent operations
- A tripling in online business

RESULTS

- [24]7.ai agent headcount increased nearly 300%
- Two offshore sites added
- Consistently high NPS across email, SMS, chat, and voice
- Agent retention: 95%
- Metric achievement: 97%

Turning a Pilot into a Partnership

This leading online retailer has called on [24]7.ai agents to support and expand its customer services operation since 2005 and, until 2021, [24]7.ai was the online retailer's only BPO provider. That kind of commitment is exceptional, especially for an online-only company whose fortunes are so clearly tied to its customers' virtual shopping and services experience.

From our agents supporting their customers on chat, email, and SMS, we thought we'd enabled it all. Turns out, there was more to come.

In December 2019, the company's CX leadership team greenlighted a small (50 agents), limited (90 days) pilot program for [24]7.ai voice agents to supplement the company's own in-house contact centers. The organization's senior leadership team was initially uncertain about offloading its critical CX voice support to an offshore operation. So, as an extra assurance, we agreed to meet especially stringent performance metrics.

We knew our Agent Services team would knock it out of the park. And that's precisely what happened.

Then, with the pilot successfully concluded, the pandemic hit.

Challenges—Sending Agents Home as Orders Triple

"On March 15, I got a call that we were immediately moving to a fully remote workforce," says the company's Chief Customer Officer. "Just like that, we moved hundreds of people to work from home. I knew we were in for turbulent times because, just two weeks before, we had tested our work-from-home capabilities and found the Customer Service function was not fully prepared."

In the early weeks of the pandemic, with the company's CX agents suddenly forced out of their US contact centers, it couldn't recruit and hire enough agents locally to handle the new volume. The company realized it needed creative solutions that included more self-service functionality—and an expanded role for [24]7 Agent Services.

"Our sales tripled overnight," says the Chief Customer Officer. "We're an online retailer, and we didn't have nearly the staff for it. So we had to take swift, coordinated action to meet these challenges." Because [24]7.ai voice agents were already performing so well, the company chose to aggressively grow their role.

Results—Numbers Tell the Tale

The company expanded the [24]7.ai voice agent presence nearly six-fold from April to July, and then another 50 percent during the 2020 holiday season. As our contribution grew, we added two additional sites.

“We’re thrilled to partner with an organization that shares our passion for, and dedication to, delivering excellent customer care.”

—CHIEF CUSTOMER OFFICER

Six-Fold Growth

[24]7.ai Agent Workforce

Our agents’ performance justified the company’s faith: We typically garner top scores for average handle time (AHT), service levels (how quickly we answer the phones), net promoter score (NPS), first call resolution (FCR), and quality (an internal company measure). The company regularly updates our NPS and FCR target scores, which, in the past, we’ve exceeded by as much as 50 percent.

Remarkably, our agents achieve these results while located entirely offshore and, during the pandemic, with more than 90 percent working from home. And agent retention is an eye-popping 95 percent.

Seeing (the Team) is Believing (They’re Excellent)

Prior to the pandemic, we hosted the company’s then VP of Customer Care at the [24]7.ai Bangalore site. The VP visited for a week, learning first-hand about our Agent Services operations—including hiring and training protocols (particularly how we develop and implement data-driven methodologies)—and holding focus groups to get input.

The VP, impressed with our procedures and personnel, asked our agents if they had any requests. The team asked for greater sales incentives—the company grants [24]7.ai agents a sales credit when they enroll customers in the current rewards program—and the VP gave our agents one month to prove they could drive more sales.

Prove it, our agents were told, and the incentive rate would double. Fall short and the incentive stays where it is.

Spoiler alert: Our agents crushed it.

Contact us

www.247.ai

info@247.ai

United States +1-855-692-9247

Canada +1-866-273-1195

United Kingdom +44 0 207 836 9203

Australia +61 2 90025780

About [24]7.ai

[24]7.ai is redefining how artificial intelligence, human insight, and deep vertical expertise can produce personalized, satisfying customer experiences across all channels. Our advanced conversational AI platform predicts consumer intent and creates frictionless interactions that help the world’s largest and most recognizable brands to strengthen customer relationships and increase brand loyalty. With more than two decades of contact center operations expertise, [24]7.ai empowers companies to deliver natural, consistent conversations that increase customer satisfaction while lowering costs.

For more information visit: www.247.ai