

CAPTURING DIGITAL SALES

NYC-based, Fortune 100 retailer of women's apparel extends its brand

CHALLENGE: *Optimize Phone and Online Sales*

- Maintain strong presence for online and phone customers.
- Find alternative to expensive, regional labor market.
- Scale to digital sales demand, especially during holidays.
- Restore focus on core retail operations.
- Profit in a segment seen as a necessary, but costly.

SOLUTION: *Leveraged Virtual Customer Service*

- Reduced high labor costs for brick-and-mortar contact center.
- Supplied sales agents conversant in client's products.
- Expanded agents to meet heavy, post-holiday call demand.
- Leveraged effectiveness of retailer's current call system.
- Provided multilingual support to diverse demographics.

300%

Seasonal demand increase met

30+

Languages spoken

RESULTS: *Cut Costs and Increased Revenue*

- Integrated virtual team with in-house staff to support sales.
- Decreased attrition, resulting in more knowledgeable staff.
- Reduced overhead while improving service levels year-round.
- Scaled to meet 300% increase in seasonal demand.
- Streamlined sales channel to give time, energy back to client.

"Working Solutions is like an extension of our company. Using Agents On Demand™ enabled us to cut the cost of our call center operations while increasing revenue."

-Company Executive

COMPLEMENTING IN-STORE BUSINESS

New York City-based retailer expanded presence and increased revenue with digital sales.



Making virtual viable

Local agents needed to support the client's contact center were expensive and in short supply. The NYC-based retailer turned to Working Solutions for its expertise in home-based sales and support, making virtual viable.



Seamless integration

Within 30 days, agents knew the client's products, taking calls just as effectively as in-house staff. Heavy holiday call demand, which extended into January, was met with additional retail agents, cued up and ready to go.



True transformation

Our agents reduced labor costs, increased revenue and improved service. A once costly consumer segment became a viable retail channel—enabling the client to focus on its core business.



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