

A Quick Shift to Record-Setting Online Sales: Fortune 500 Retailer Engages Protel BPO to Solve Higher Customer Expectations, and Keep Pace With Changing Demands



Like many large-scale retailers, a well-known Fortune 500 clothing retailer found itself pivoting not just once, but twice, as the pandemic abruptly led to the closure of many of its brick-and-mortar stores. What followed was almost as sudden: the quick shift to increased online sales.

On a bigger level, the retailer's ability to respond to their customers' needs signaled a readiness to provide the resources, tools and service to keep pace with whatever the next twist or turn in the unfolding pandemic might be.

Challenges

Just as the top clothing retailer stores were closing, their online business began to peak. They had been working with other companies in the contact center industry but found that they needed a different solution to meet customer expectations for service.

This Fortune 500 top clothing retailer was looking, in particular, for a contact center service provider that could supply agents that had an outgoing personality and were exceptionally conversational.

The retailer considered several contact center service providers, but when they visited Protel BPO, they noticed they treated their agents like family, rather than simply focusing on numbers. This Fortune 500 clothing retailer had a similar set of values and goals.

Solutions

As a next step, this top clothing retailer partnered with Protel BPO to create a program designed specifically to meet its high standards for customer service. The program began with hiring, as Protel BPO used a special screening process before an agent could be added to the retailer team. The account manager would review the application and documents, and then have the agent arrive two hours in advance of the retailer team interview for preparation.

In order to provide the level of service required by this retailer, the training offered to agents was (and continues to be) extensive. Classes were completed over three weeks, following a 500-page resource guide with step-by-step instructions for handling every possible situation. Trainees are also given time to review and practice each day.

A collaborative approach for reviewing calls and coaching also sets this relationship apart. Each week, Protel BPO reviews the reports for quality, efficiency, effectiveness and outcomes like Average Order Value, while evaluating each agent's performance. The reports equip team leaders as they choose which agents to spend time training or helping them refine their strategy. In addition, the top clothing retailer's own coaches and trainers are used in conjunction with Protel leadership.

Another reason that this top clothing retailer and Protel BPO are excellent business partners is their shared value of transparency. Communication is central to success, and this retailer is invested in the decision-making that goes into exceptional customer service. The retailer team and Protel BPO meet both daily and weekly to ensure that the companies are in agreement on their strategies and discuss any challenges that need to be overcome together.

"It's always a good thing to have your leadership around you, even your coworkers—they're there for you to support you."

Results

Protel BPO has been able to meet each of the key performance indicators (KPIs) this retailer put in place. In addition, they regularly receive feedback from the retailer that each training class is getting better and the expectation for success gets higher with each group of agents.

Protel BPO continues to be an ideal fit for this top clothing retailer because of the willingness to adapt to the client's needs and achieve each required goal. Online orders have increased significantly over the past year for the company, but Protel BPO knows that offering the best service to the customer will always lead to return business. At the end of each call they ensure that the customer is satisfied.

Recently, Protel BPO has tripled their staff to keep pace for this Fortune 500 clothing and outdoor wear retailer's peak season. Both companies agree on the importance of retaining top-performing agents to support customer service needs, and there is a shared vision for the direction the companies are headed together.



Training

Extensive training is part of the culture at Protel BPO. From in-person meetings with clients to a 16:1 team lead to agent ratio, agents receive the support and training they need to meet the client's customer service goals. Team leaders are on the floor, listening for opportunities to refine strategies and train agents for improved results. At the same time, agents are offered incentives and spiffs to create a fun, exciting place to work, allowing them to channel that energy right into the customer experience.

These types of training opportunities give this retailer many opportunities to guide agents and their team leaders to deliver exactly the kind of customer service they have envisioned. Through a true partnership between Protel BPO and the retailer, both companies carry out their commitment to the customer.

About Protel BPO

Located in Belize, Protel BPO is a nearshore contact center service provider that offers unparalleled service, competitive rates and highly trained agents working as an extension of your company. Founded on a culture that rewards agents with fair wages, incentives and a positive work environment, Protel BPO has created a setting where happy, engaged employees offer the best customer experiences.



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