

Overview

The client, a global leader in health and wellness, is redefining fitness and nutrition with innovative solutions, offering top-rated fitness programs and dietary supplements across 150 countries. Facing delays and inefficiencies due to manual processes, they partnered with us to implement automation and streamline customer service operations for scalable growth.



Objective

Drive operational efficiency and agility by replacing legacy manual processes with automation to improve customer service, and ensure high service levels across global operations.

Business Challenges

As the company expanded its operations, it encountered significant challenges in maintaining high service levels and operational agility in a rapidly evolving market. The reliance on legacy manual processes for case assignment and tracking hindered efficiency, leading to delays and inaccuracies. The primary difficulties included:

- **Slow Decision-Making:** Inefficient case assignment and productivity tracking resulted in delayed responses
- **Disrupted Manual Process:** Bottlenecks in manual workflows impeded overall productivity
- **Growing Demands:** Absence of scalable, data-driven solutions to meet growing demands

The Solution

Building on our expertise in real-time tracking, we developed an automated case assignment system that accelerated resolution times and enhanced efficiency for the client. This was complemented by real-time KPI tracking through daily dashboards, providing better visibility into performance. We also integrated live chat and messaging platforms to streamline customer query management and used automated post-interaction surveys to capture valuable feedback, further improving agent productivity and service quality.

Value Delivered

Our automation and workflow optimization initiatives improved operational efficiency, resulting in faster resolutions and amplified customer satisfaction. The upgrade from Agent 2.0 to Agent 3.0 advanced the customer experience by equipping agents with self-service task automation and phased CRM upgrades. These strategic enhancements delivered reliable outcomes through all service touchpoints, enabling the client to scale operations with improved efficiency.

1000+ High-priority cases resolved monthly boosting interaction volume

700+ Global Engagement cases resolved monthly improving customer satisfaction

14,000+ Back Office Emails resolved monthly streamlining case throughput

Business Benefits



Faster Case Resolution



Real-time Performance Tracking



Increased Agent Productivity



Improved Data-driven Decision-Making