



CALLFORCE 
OUTSOURCING SPECIALISTS

eCOMMERCE CASE STUDY

Delivering innovative, customised contact centre solutions from SOUTH AFRICA to the GLOBAL market.



THE OPPORTUNITY

CallForce **engaged with a dynamic eCommerce brand** with almost **700 000 shoppers**, to provide an integrated Outsourced eCommerce Management Solution that includes web and mobile chat, voice and email support to shoppers primarily in the United States who utilise their app to facilitate their online shopping.

The disruption of the pandemic required an **agile, strategic operational model** that could be **rapidly deployed to support their US contact centre remotely** to ensure business continuity during an extremely volatile time.



The client's primary focus is to **continually optimise their customer journey and digital engagement experience** which is integral to the success of this highly sophisticated tech business while maintaining customer loyalty.

The tech-savvy and engaged targeted demographic is looking for a **seamless retail experience** on a platform that is easy to navigate, that offers professional, problem-solving engagement, cutting edge technology and omnichannel touchpoints while maintaining a customer-centric approach.



This is a highly competitive market and the **rise of digitisation** has transformed consumer purchasing behaviour. The customised solutions provided by CallForce always place the **customer experience at the center of the engagement**, promoting high-value customer retention, with the end goal of increasing wallet share through an exceptional customer experience.



OUR APPROACH

Our specialised eCommerce solution was **built to streamline the operations** within a contact centre environment with a highly skilled team, omnichannel processes and technology to **enhance the customer experience across multiple touchpoints**.

We implemented **clearly defined processes** to enhance the client communication channels with the **objective of improving conversion margins** and **driving increased sales** and **retention** by focusing on what defines the optimal customer experience:



Recruited a highly competent work-from-home workforce during the COVID-19 pandemic with excellent verbal and written communications skills. Our digital training empowered and enabled our agents to work independently during specified shifts.



Provided our remote agents with highly effective technology solutions to minimise disruption and streamline operations. The deployment of our digital communication tool, software to optimise data usage and a digital performance management platform where just some of the tools and techniques used to improve results.



Digitally managed our agents to ensure they were adequately supported in achieving an exceptionally high level of quality of service throughout the process.



Drove performance milestones by the minute to achieve daily targets and troubleshooting ensuring the constant operational streamlining.



Developed and implemented detailed incentive programmes to encourage and motivate our agents to reach their potential as well as their targeted CSAT scores. A happy and inspired workforce will always become ambassadors for your brand.



Safely and successfully transitioned all our agents in a hybrid model as the regulations surrounding COVID-19 began to ease to ensure we were addressing both our clients demand as well as stability for our teams.

THE RESULT

CallForce was able to **significantly improve the customer experience** through **superior customer support services** with agents based both remotely and in the office.

Our agents **exceeded the expected CSAT score** by 2%, reaching a score of 87% against the target of 85%.



We **deployed** this customised BPO solution in **just 2 weeks**.



Our agents have been **ranked in the top 3** performing chat service teams within our client environment.



Our **stringent QA process** ensures our agents meet the required KPIs and are continually apprised to the expectations in delivering an exceptional customer experience for our client's customers.



Our agents facilitated approximately **80,000 minutes** of chat per month.



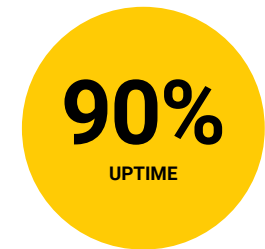
As lockdown eased, **100% of our agents were successfully** and safely transitioned from remote working to a hybrid model to support the client's business requirements.



Our experience in **rapidly and professionally recruiting, training and deploying a remote workforce** ensured minimal disruption highlighting agility and commitment to our clients despite the widespread global reach of the pandemic.



This campaign had **90% uptime** and **limited disruption** of service as we transitioned our agents back into the office.



►► RECOGNITION OF OUR SUCCESS

The **immense success of this campaign** could not have been achieved without the experience, knowledge and capability that CallForce brought to the table as a leading Outsourcing specialist **delivering innovative BPO services** from South Africa to the global market.



2021	 <p>CCW EMEA REGIONAL WINNER: BEST PUBLIC SERVICE CENTRE 2021</p>	 <p>TOP EMPOWERMENT JOB CREATION Finalist 2021</p>	 <p>TOP EMPOWERMENT CUSTOMER FOCUS Finalist 2021</p>
2020	 <p>TOP EMPOWERMENT JOB CREATION Finalist 2020</p>	 <p>ISG ASIA PACIFIC PARAGON AWARDS FINALIST 2020 Excellence and Woman in Technology Categories</p>	 <p>ISG PARAGON EXCELLENCE AWARD 2020</p>
2019	 <p>BPESA GBS TOP BPO OPERATOR 2019</p>	 <p>CCW FINALIST: BEST IN CLASS CONTACT CENTRE 100+ Seats 2019</p>	 <p>BPESA GBS TOP OFFSHORE CAMPAIGN 2019</p>
2018	 <p>CCMG BEST INTERNATIONAL OUTSOURCING CONTACT CENTRE Finalist 2018</p>	 <p>GSA AFRICAN OUTSOURCING PROJECT OF THE YEAR Finalist 2018</p>	 <p>ENDEAVOR HIGH IMPACT ENTREPRENEUR</p>
2017	 <p>BPESA/CCMG BEST EXTERNAL SERVICE PROVIDER Finalist 2017</p>	 <p>EY WINNING WOMAN PROGRAMME 2017</p>	 <p>EY SOUTH AFRICAN ENTREPRENEUR OF THE YEAR Finalist 2017</p>

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ARE YOU READY TO PARTNER WITH US?

If you're looking for a customised, outsourced solution that gives you the competitive edge, we would welcome the opportunity to set up time to define your requirement and discuss how we can bring the future of outsourced BPO solutions to your business.

LET'S START A CONVERSATION TODAY

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