



Hot New Shoe Company Uses NexRep to Ramp Up Agent Population to Handle Sharp Uptick in Contacts Due to Celebrity Brand Advocacy



Executive Summary

Our client needed an entire customer care operation developed for their brand and product and then, shortly after contracting with us, faced a rapid and unexpected increase in contact volume. They needed an organization to respond quickly and flexibly to demand while delivering world-class customer service.

About

Our client is a privately held, revolutionary footwear brand which launched in 2013 in San Francisco. The shoes they produce, women's flats, are made with an innovative 3D knitting process of fibers from 100% recycled plastic water bottles, making them an eco-friendly fashion option. They are venture capital funded and have raised over \$7 million in funding. They have now used more than five million plastic water bottles in pursuit of the perfect shoe.

Challenges

Our client was exploding in growth (unprecedented in the women's shoes retail marketplace) and they found themselves at a crossroads. They could either change their business model and build out their own brick-and-mortar call center, which would involve:

- Purchasing real estate
- Learning curve on operating a call center
- Hiring staff
- Training staff
- Managing operations for the call center

Or, they could hire us to move in complete alignment with them and cover the entirety of their call center needs. This second option would allow them to remain aligned to their objective to be the top-rate women's shoes retailer on the market.

How We Helped

Because of NexRep's one-of-a-kind agent population model, and our ability to flex up quickly in response to surges in contacts, we were uniquely qualified to provide the client with the tools they needed to respond to customer demand. We were able to solve a lot of the challenges our client was facing *and* deliver the level of quality and responsiveness they needed to keep their CSAT level up while adding agents and hours of service at the same time. We have no boundaries with sourcing agents because we are located virtually in 42 states and we have the ability to source new agents at the flick of a switch to provide our clients with the tools they need within even the tightest of timeframes.

Results

In contracting with this client:

- We increased our agent population from the six agents they started with to 100 agents within ten months with our geographically diverse recruiting
- We now have over 150 dedicated agents supporting this client
- We exceeded all KPIs and SLAs including service levels, quality scores, productivity per hour, CSAT results and schedule adherence

Our model allowed for maximum scalability: due to the skyrocketing popularity of their services, our client needed a fast-growing, scalable group of agents, which we were able to deliver to them quickly and efficiently through fan sourcing, social media campaigns and articles and advertising on WFH blogs. We were able to ramp up quickly to scale and maintain a very high quality level of agent.

We were able to provide:

- Sourcing, activating and certification of new agents
- Performance and attrition management
- Quality monitoring and CSAT insights

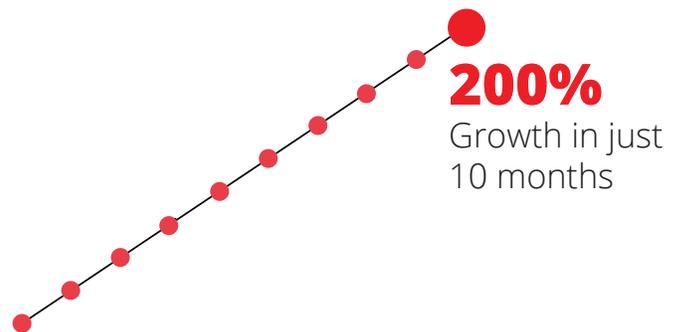
Unique Start-up Challenge

Our client started from the ground up with a brand and a product they put out on the market with a conservative customer service plan. This plan was based on reasonable forecasting figures according to standard business models similar to their own. They didn't have a customer service plan designed to support the growth rate that actually occurred. They could not have anticipated the phenomenal success they experienced, and this led to the scheduling and staffing challenges they ultimately faced. They came to us with six customer service agents in-house -- not anywhere close to the amount needed to face the huge

uptick in business they were experiencing. Due to the exposure and fan base they attained, their sales were going through the roof and we determined they were going to need to hire 55 people in one month's time in order to keep up with the demands of the marketplace and the popularity of their product. This would require bringing in a recruiting specialist, finding and hiring 55+ people, purchasing real estate large enough to house them all and paying people for 40 hours a week plus benefits for contacts that would be coming in in fits and starts over the course of each day. NexRep jumped in, and in just ten months, the client had increased revenues by 200% with their six on-house agents working in conjunction with our 100 at-home agents on our ACD.

What we provided to them:

- An honest assessment of their customer service operations and strategy with insight into scalability
- Technology and analytics consultation, recommendations and implementation; we built and managed an ACD platform for their unique use
- Construction and guidance for client to launch a full customer service omni-channel platform
- Our agent pool and our unique scheduling model, which saved them upwards of 37% in costs over using an in-house brick-and-mortar contact center



The beauty of this story is that the client—faced with the good news of becoming very popular, very quickly—were at the same time faced with an enormous amount of unwanted stress and anxiety about how to handle the uptick operationally. We were able to come to their rescue. They did not want to absorb a brick-and-mortar contact center into their business; instead, they were able to transfer all contact center operations over to us. We partnered with them to ensure a smooth transition and seamless operations between their customers, our independent contractors, and the rest of their organization. As a result, they were able to continue to do what they do best: design, produce and market their stylish, popular shoes while leaving customer care to us.