Success Stories

Outbound automation for a large online retailer

Enhancing customer communication scalability for an e-commerce giant with cloud-based automation solutions

Case Study Overview

Problem

The client needed a scalable and reliable system to manage high-volume, transactional customer interactions efficiently, especially during sales promotions when traffic spikes up to 10 times the normal load.

About the Client

The client is a large online retailer handling significant customer engagement through its cloud-based contact center, especially during peak sales periods.

Approach

- **Cloud Contact** Center Deployment: Implemented across multiple centers with 4,000 customer experience executives, supporting both in-office and work-from-home setups.

- **Automation of Customer Engagement:** Automated key processes like cash-on-delivery verification and order placement.

- **Real-time Processing:** Integrated in-line and near real-time handling of call requests, notifications, and placements for transactional processes.

- **Passive Call Recording:** Set up a call recorder to capture and record 100% of inbound calls for quality and compliance.

- **High Capacity Handling:** Managed 600,000 Busy Hour Call Attempts (BHCA) and handled over 4 crore calls during peak sales periods.

Solution

- Delivered a cloud contact center solution to manage high call volumes and automate customer interactions.

- Streamlined order processing to enhance efficiency and reduce response times.

- Ensured smooth operations even during peak periods with scalable technology.