



CASE STUDY

Major Rug Manufacturer Achieves 135% Increase in NPS and 38% Increase in CSAT with IGT Solutions' End to End Next-Gen Customer Experience Services



...while we are looking to make gains in efficiency, an outstanding customer experience driven by caring team members will always be part of our business model.

- Director of Customer Success

AT A GLANCE

INDUSTRY

Commercial and Residential Rugs

THE CLIENT

Major rug manufacturer and distribution brand known for its contemporary designs at affordable prices. Inspired by art and tradition, this US-based manufacturer sells through various channels for homes and businesses.

CHALLENGE

Improve Support operations and staffing challenges to improve customer experience and drive upsell and overall revenue.

SOLUTION

Exceeded NPS target and improved upsell conversion rate through an end to end Next-Gen CX program comprised of Smart Agent deployment bolstered by Agent enablement programs and continuous improvement insight.

RESULTS

- Exceeded NPS Target
- Improved CSAT
- Improved Upsell/Cross-sell Conversion

The North American carpet and rug market is forecasted to reach USD 54.37 billion by 2032, with an expected annual growth rate of 4.2%. This growth is driven by factors like the impact of home renovations, leading to an increased demand for carpets and rugs as homeowners enhance their living spaces. Consumer preferences are shifting towards more frequent purchases of affordable rugs to keep up with changing interior design trends, home decor, and social media influence.

Furthermore, rising homeownership costs in the U.S. are making renting a more cost-effective option, a trend poised to boost rug sales. Despite growth opportunities, the rug market faces challenges affecting its profitability and expansion. Intense market competition among manufacturers, retailers, and suppliers could lead to pricing pressures and reduced profit margins. Additionally, the rise of online retailers offering low-cost, mass-produced rugs presents a challenge in distinguishing premium products from cheaper alternatives online.

For retailers specializing in affordable rugs, exceptional customer service is crucial for success. In this competitive marketplace, providing insightful, responsive, and personalized service can elevate a brand's relevance and foster customer loyalty. Knowledgeable staff aiding customers in navigating product details can enhance brand trust, long-term loyalty, and revenue growth driven by repeat purchases. These elements are vital for thriving in the dynamic carpet and rug market.

Faced with staffing challenges and cost constraints impacting customer service levels and sales targets, our Client required a more robust customer experience delivery strategy.

STAFFING CRISIS ERODES BUSINESS PERFORMANCE AND CUSTOMER EXPERIENCE

Our Client encountered a significant challenge in maintaining sufficient staffing levels due to increasing absenteeism and high attrition. The rising costs associated with U.S. labor, coupled with the impacts of the pandemic, further strained the company's finances.

RESILIENT. FRICTIONLESS. RELEVANT.

These staffing issues led to a failure to meet service levels, a spike in abandoned calls, and a low 1.5 average contacts per user. Additionally, the high attrition impeded the development of deep product knowledge essential for successful sales and upselling efforts with a conversion rate below 13%.

This situation not only compromised the quality of customer service but also posed a significant obstacle to the company's revenue growth that is dependent on excellent customer satisfaction which drives retention and repeat purchases.

ELEVATING SERVICE STANDARDS WITH EMPOWERED AGENTS

Initially, we focused on addressing our Client's immediate challenges by improving SLA compliance, reducing abandoned calls, and deploying a smart, dependable, and cost-effective workforce. Transitioning into the second year, we had attained stability in meeting traditional SLAs and AHT metrics. Consequently, our objectives pivoted to nurturing behaviors conducive to driving sales growth with a focus on empowering Agents and Senior Support Specialists, with a priority on First Call Resolution (FCR). Today, our primary focus lies in elevating the Customer Experience by understanding customer sentiment to deliver high NPS and CSAT services that support customers in their preferred manner and channels.



Enhanced Approach for Customer Experience Built on Trust

To address the customer support issues effectively, the initial step was collaborating with our Client to analyze the key contact drivers and essential support KPIs. This laid the foundation for developing a strong operational strategy for customer experience and our position as a Trusted Advisor.



Deployment of Experienced Support Agents

We successfully deployed a team of Smart Agents™ to manage Level 1 Customer Support. Our experienced and reliable agents are responsible for addressing general inquiries, basic troubleshooting, and offering buying advice across voice, email, and chat platforms. These agents play a crucial role in shaping the initial customer interaction and setting the tone for customer satisfaction. Senior Support Specialists were also deployed to ensure high quality resolution of escalations and complex issues.



Tech-Driven Initiatives for Boosting Agent Performance

To ensure agents are well-equipped to provide exceptional customer experiences, it is crucial to offer resources that empower them and promote loyalty and longevity. Our introduction of technology-based performance management and training programs allows agents to self-assess and improve their skills and efficiency. We implemented incentive programs, funded 50% by their parent company, to recognize and reward sales accomplishments and enduring loyalty.



Ensuring a Resilient Customer Experience

Our dedication to our Client's success lies in our continuous improvement efforts that adapt to evolving customer service expectations. By introducing new support goals once existing ones are stable, we can focus on advanced CX strategies like utilizing Voice of the Customer, all while enhancing SLA objectives.

STABILIZING KPIS AND COSTS TO BUILD AN UNPARALLELED EXPERIENCE

Our Client experienced significant advantages through its collaboration with IGT Solutions. They achieved cost reductions by utilizing an outsourced workforce renowned for its stability, excellent training, and professionalism. Backed by agent empowerment programs and a 'tenure' incentive plan funded 50% by their parent company, this team's consistently low attrition and absenteeism enables deeper product knowledge resulting in very high NPS and CSAT scores.

Additionally, there was a boost in cross-sell/upsell revenue attributed to skilled agents equipped with tech-savvy knowledge and resources, supported by Sales Incentives also co-financed 50% by their parent company.

Moreover, the success of our Senior Support Specialists compelled the Client to promote two to manage critical back office functions historically handled internally. Our commitment to continuous improvement and transparency transformed our partnership from a Client/Vendor dynamic to Trusted Advisors, enabling us to introduce forward-thinking strategies that uphold our Client's commitment to delivering customers an exceptional experience.

Consistent Results that Drive Success

Results as of March 2024

135

NPS YoY (67)

38

CSAT YoY (95%)

136

Sales YoY

76.6%

First Contact Resolution

76

Abandoned Calls YoY

8.4

Average Handle Time YoY

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Explore what IGT Solutions
can do for you.

Visit www.IGTSolutions.com or
email us at mktg@igtsolutions.com