



Case Study: Consumer Packaged Goods

CLIENT CHALLENGES

As a market leading brand in the rapidly growing global market for consumer packaged goods, our client suffered many of the challenges faced by every customer contact management operation based around a traditional brick & mortar center:

- A talent pool limited by their geographic location
- Rigidity in their capacity planning, restricting their ability to react to unplanned customer demand, while flexing to meet traditional seasonal retail peaks in cost effective way
- Current outsourced support unable to deliver true brand advocacy through its agent population
- A requirement to maintain alignment with a strong people culture and sense of corporate social responsibility

With ever increasing pressure on sales volume, order value and customer retention, our client looked to the Arise Platform to address these issues.

WHY THE ARISE PLATFORM?

- By offering access to a distributed, and truly virtual, network of Service Partners, the Client would be able to engage true advocates of the brand, often existing customers and consumers of the Client's products.
- The award-winning Limitless Learning approach offered an immersive knowledge transfer journey, capturing the extensive array of coffee blends, consumables and technical guidance on over 80 machines.
- The unique capabilities of Arise's proprietary Starmatic™ Scheduling System would gamify access to a bespoke servicing schedule, aggregating 30-minute increments of capacity chosen by Service Partners.
- The Arise Platform would offer seasonal work opportunities to those seeking shorter term commitments, allowing the Client to increase and reduce capacity to meet seasonal demand.



CORE SERVICES

- Inbound voice contact management across four B2C/B2B Service/Sales channels ranging from order placement through to technical support
- Outbound voice contact management addressing escalations and case management
- Inbound email contact management
- Workforce planning and real time capacity management to maintain service levels
- Virtual learning delivery adapting agent knowledge to current products and services
- 24/7 coverage for the estate including overnight and twilight hours

OUTCOMES

- Generated estate leading mystery contact results, exceeding goal
- Delivered annual savings of 107 tons in CO2 emissions, when compared with a bricks and mortar customer contact centre of a similar scale
- Increased capacity by 100% for the '18 Christmas trading peak
- Removed the need for 235,000 commuter miles, per 50 FTE
- Transformed the existing physical classroom-based curriculum into a learning journey delivered 100% virtually, including beverage tasting by video
- Introduced innovative cloud-based technology solutions challenging established enterprise architecture
- Exceeded monthly Machine Sales target by an average of 164%
- Delivered a 6% increase on Average Basket Value (vs goal)
- Increased Quality Audit benchmarks by 14%
- Increased Commercial Return by 26%
- Delivered estate leading KPIs including a reduction in complaints, month on month

OUTLOOK

At the time of writing, mid-way through the initial contract term, the programme continues to grow (18/19 YoY +43%) and with the recent addition of B2B contacts, the scope will likely extend to WebChat in 2019. The coming retail peak will be the largest serviced and discussions to introduce Arise to other territories under the umbrella of this global brand are underway.

To learn more about Arise Virtual Solutions Inc., please visit
www.uk.arise.com