

THE GLOVES ~~COME OFF~~ GO ON

A Retail & Consumer Goods Case Study



THE CLIENT

The client, a leading global retailer, was ranked first in having the best retail return policy. However, their liberal return policy was very costly for high-end electronics. The client sought to reduce returns while still differentiating their service to their members, all while ensuring full cooperation between electronics manufacturers, as well as front and back office support teams.

THE PROGRAM

In order to increase member satisfaction and reduce returns of electronic device purchases, the client decided to offer free technical support services to members for the life of their products.

The program needed to be built from the ground up, as there was no established system for troubleshooting issues, facilitating repairs and dispatching services. It was essential to create custom metrics in order to achieve the client's goals, including mechanisms to feed OEM product information and support a multitude of incoming and outgoing data.

Alorica worked with the client to co-create a 'white-glove' program that continues to drive member satisfaction and repeat electronics purchases. Not only did the launch of the program serve as a major milestone for the client, but the white-glove approach has subsequently sparked a revolution in the way retailers position their value to customers, and has changed the face of retail electronic sales across the industry.

It was the start of a retail revolution.

THE SOLUTION

Alorica created a comprehensive onboarding process, and defined the procedures needed to obtain the level of expertise, tools and personnel to support the retailer's OEM partners. We hired and trained technical experts knowledgeable in Alorica's custom-designed CRM tool in order to provide "no dead ends" customer technical support. Our Service Readiness Agents were trained as expert knowledge specialists and earned certified OEM credentials. They managed hundreds of thousands of repair services, saving millions of dollars in costly product returns.

THE RESULTS

- Member satisfaction and loyalty increased significantly
- Reduced product returns by 20% (some product lines as high as 40%)
- 65+ OEM partnerships

THE BASICS

Start date

2006

Locations

Domestic

Solutions

Tier 1-to-Tier 3 Technical Support
Front Office Support
Back Office Support
Customer Care

Custom Platforms

Alorica's CRM solution