

CLIENT CASE STUDY: PET PRODUCT COMPANY

Our pet care client drives operational efficiency and enhances customer satisfaction through EMS' live phone, email, and online chat support solution powered by EMS.



THE CHALLENGE

A leading company within the pet health and product space that manufacturers and distributes over 1,200 different products globally that can be found in all retailers, pet care facilities, and online worldwide. With millions of customers, sales for the company exceed billions of dollars annually. The company identified the need to better support each individual product through email, live chat, and traditional phone support across the various channels that customers are purchasing. The company needed a partner that could easily scale when a new product was added, field customer requests in the event of a product recall, and improve overall customer experience across the board.

Key objectives for the strategy included:

1. Added flexibility to quickly support new products as they become available on the market.
2. Reduce average handle time and improve first contact resolution.
3. Maintain high levels of customer satisfaction across all channels.

OUR SOLUTION

EMS implemented a blended live agent solution. In a blended environment, a core team of dedicated agents are certified and handle most of the customer interactions, with a group of shared associates also cross-trained to support large spikes in volume. Leveraging our best in class contact center management suite, EMS handles email, live chat, and phone support through one consolidated platform with real-time workforce management and reporting. The company's team is equipped with EMS' Portal CRM, a complete customer relationship management (CRM) tool that is used to track incidents, escalate issues, and generate reports on customer inquiries. As part of the CRM and in addition to custom developed agent training, EMS also built an internal knowledge base in Portal that included responses to common customer questions using natural language search recognition.

Focus on Customer Satisfaction

Key improvement opportunities are not only scoring high in customer satisfaction scores, but increasing customer engagement and participation in post-interaction surveys. EMS evaluated several different approaches including:

- Effectively and timely handle all customer inquiries
- Improve customer satisfaction
- Increase sales while exceeding service goals
- Exceeding CSAT (customer satisfaction) goals

About the Client

This pet care company has always had a rich history and tradition of improving pet health and quality of life. Since 1800's, their mission has been to improve and support pets' health and well-being. With more than 100 years of industry experience, this pet care company is more committed than ever to developing innovative, quality and affordable healthcare products for pets around the world.

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IMPLEMENTATION

EMS worked diligently to meet the client's timelines. Efforts were focused on agent recruitment, training and development, processes, and customization of Portal CRM. Pet loving agents with excellent verbal and written communication skills, who could easily navigate Interaction and Portal CRM tools, were selected and trained as core experts on behalf of the company. Training centered on product mastery, soft skills, and customer management. In addition, recognizing that phone, email, and chat support required different strategies, the pet product company relied on EMS to identify and deliver best practices. EMS' expert team worked to develop optimized email, chat, and phone scripts and service techniques to ensure that agents were properly equipped to proactively handle customer support inquiries and represent the company's brand.

"Customers are getting their questions answered", says VP of Customer Care, "They get a response to their question at the exact time needed. A satisfied customer is one who has the knowledge to confidently make a purchase."

RESULTS

Our client successfully achieved their objectives through EMS' turnkey solution by implementing a scalable customer service program that extended support across all channels.

1. **Decreased cost and time to support new products:** The company reported 24% cost savings and faster turnaround to support new products, empowering the company to feel confident about support of new products.
2. **Increased participation in post interaction surveys:** EMS enabled this pet care company to engage customers 37% more successfully in post interaction surveys by sending a time-delayed email with a link to complete the survey following each interaction.

ABOUT EMS CRM

EMS, Inc. provides complete customer contact services for businesses of every kind including inbound customer service, technical support, and hospitality solutions. We provide your end users with the outstanding service they desire. Customer acquisition and retention are essential to an organization's success. That's what we specialize in: superior customer experiences. EMS focuses on customizing support solutions for programs of any size and complexity. This flexibility and customization allows for the continued success of the support programs. When a solution is built for you instead of altering your program to fit a solution, the results are significantly greater.