

CASE STUDY

MATALAN

RETAIL & CONSUMER GOODS

Matalan's goals

- Provide customers with service over the phone and via email that covers a wide range of topics
- Offering the customers various communication channels
- Being there for all their customers even during the busiest periods for the retail business
- Improve retail agents' knowledge and reduce contacts

Operationally

- 40 - 70 English speaking Agents using Phone and Email
- Hours of operation 08.00 am -6.00 pm
- Monday to Sunday
- Between 100 and 1100 emails per day
- Between 500 and 2400 calls per day
- Providing support to the customers of Matalan during their online journey, after their purchase is completed and they would like any additional details or assistance with the order, as well as product availability checks for the online and retail stores.

Testimonial

"Having worked with 60k International Contact Centre for a few years, they're exceptionally adaptable to the needs of the business. The customer is their main focus and they consistently deliver excellent customer service. The whole team, from agents to management are so professional and friendly - effortlessly making the working relationship a personal one."

Beth Parrish, Contact Centre Manager

Benefits

- Handle all customer queries via phone and email
- Flexibility in regard to the dynamic workload volumes
- Maintain and improve the positive image of Matalan by attending to all customers' requests
- Reduced store contact for order and stock enquiries