



CLIENT SUCCESS STORY

BrandAlley

The Brief

Back in 2013 online fashion retailer BrandAlley contacted GFM to help them satisfy increases in customer service enquiries by providing expert call handling and email management services that would enable them to focus on business critical activities. The client wanted us to act as a full brand extension and deliver their customer services in a way that reflected their company culture and values. The primary goal was to reduce waiting times.

Our Solutions

In response to the brief we created a dedicated customer service centre, which delivers inbound call handling and manages purchasing processes through our highly trained and skilled operators. Our team has successfully reduced waiting times, with over 90% of calls answered within 20 seconds, and increased customer satisfaction levels; handling over 400,000 customer contacts every year.

OVERVIEW

- * Dedicated BrandAlley team
- * Fully branded contact centre
- * Handle all customer contact
- * Omni-channel communication
- * Customer services



180,000+
emails



150,000+
calls



50,000+
social enquiries



The dedicated and highly flexible team at GFM ClearComms handle all our customer enquiries and have successfully reduced wait times while increasing satisfaction levels.



CMO
Brand Alley