



CASE STUDY: CATALOG / RETAIL COMPANY

INDUSTRY

Catalog Sales

COMPANY BACKGROUND

Employee-owned organization that was founded in 1983 with two retail stores and a national product catalog. The company serves millions of gardeners nationwide, offering products ranging from seed-starting supplies to garden furniture and greenhouses.

KEY OBJECTIVE

Position the call center as a nationally recognized entity within three to five years



CLIENT CHALLENGES

- Help in growing an established, stable call center operation to handle the acquisition of a new product catalog
- Enhanced understanding and expertise to administer a newly implemented ACD and WFM system



ICMI SOLUTIONS

- Implemented improvements to the call center's voicemail system that allows customers who are on hold to select a specific queue
- Revised the client's reporting processes so that important organizational indicators could be reviewed more efficiently
- Increased first-call resolution by scheduling customer service staff to handle inbound calls, which significantly decreased overall customer service call volume
- By re-routing calls from sales to customer service to increase first call resolution, a new set of skills were identified and incorporated into revised job descriptions, training and evaluations. This shift has resulted in an improved career path that clearly defines the professionalism that is required to advance within the client's customer contact center.