

Customer Helpline for a US Lifestyle Brand



Client

An importer and distributor of outdoor lifestyle products in the United States

Business need

The client was experiencing high business growth which led to an increase in its overall customers. To cater to this steep rise in customers, it wanted to set up a customer service help desk to provide a single point of contact for all consumer queries and complaints in relation to its products.

Solution

Cyfuture set-up a toll-free customer service number and routed all incoming customer calls to a team of dedicated customer service professionals. All professionals manning this call center were thoroughly trained on all client products to provide instant resolution to all kinds of customer queries on client products.

A customized application was developed to record all the customer queries received at the toll-free number. For queries of serious nature, a clear escalation matrix was defined and forwarded to the client to ensure speedy resolution.

The effectiveness of the customer service helpline helped the client improve customer experience, which in turn shaped a positive brand image and reputation in the market, increased demand for its products and boosted business growth.