



Grocery Delivery Service Company Reaches Email Goal During High-Volume Season

Opportunity

One of our grocery delivery service clients was experiencing a period of accelerated growth over the holiday season. While trying to catch up with seasonal overflow of customer demands, business also started growing exponentially when the need for food delivery services increased due to COVID-19.

Throughout the pandemic, more orders were placed and more customers were emailing for support regarding their services. Our client's customer care team didn't have enough agents to resolve each email and were failing to respond to questions or concerns in a timely fashion.

Growth projections and staffing were projected to support a 10% year over year growth rate. Due to the unexpected growth (200% YOY), they had to close the chat option, stop marketing in new markets and work towards reducing volumes in other ways to keep up.



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RATE OF RESOLVED
EMAIL TICKETS IN
4 WEEKS**

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Solution

Qualfon quickly onboarded 40 agents in 60 days in our Dumaguete, Philippines engagement center. In just 10 days, Qualfon executed the contracts, launched the new program and started decreasing the 10,000 backlogged email queues to resolve the open tickets.

Because Qualfon had agents ramping down from seasonal retail programs, we were able to transfer agents to the program, significantly reducing any overhead cost for recruiting, hiring and training.

Results

We successfully cleared our client's backlog emails, but volumes continued to rise due to the continued increase of customers during the pandemic. Because of our rapid response and successful program launch, we added additional programs in the U.S. to support the long-term growth.

Overall, we helped our client:

- › Resolve 6.5 emails per hour within 4 weeks of the U.S. team's launch
- › Resolve 9 emails per hour over the goal of 8 per hour in just one year after the Dumaguete launch
- › Achieve CSAT performance above 98, exceeding the goal of 96



"Our strategic partnership with Qualfon continues as we grow our business and navigate the waters of COVID-19. We consistently come back to Qualfon because of their speed to market, consultive approach and proven results."

CXO of Grocery Delivery Program

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