

Case Study

Streamlined Engagement Generates \$56K in Sales and Increases Loyalty



Challenge

Qualfon's client, a mineral-makeup pioneer and one of the best-known mineral-makeup and skin-care brands, wanted to increase revenue and brand loyalty by making customers feel more valued.

Qualfon and the client partnered to create a customer-centric culture to deliver an outstanding customer service experience. One objective was to turn service calls into needs discovery calls, where agents would generate more meaningful interactions through inquisitive conversations designed to discover each customer's skincare concerns and beauty-related goals.

Solution

In order to ensure that everyone was aligned with the client's vision, Qualfon's Quality Assurance team (QA) implemented a revised call-handling process and call-monitoring form. This tool helped the agents foster deeper brand relationships, craft a more customer-centric culture in the call center, and generate more sales through upgrade offers.

QA experts developed a new call-handling process and introduced a newly weighted evaluation system. It was strategically designed to help agents build rapport with customers and empower them to be beauty advisors; recommending products that suit specific customer needs. The weighted system recognized and incentivized relationship-building behaviors. Agents received credit when creating personalized customer connections or helping callers better understand the customer rewards membership program and its benefits. By recognizing and rewarding behaviors that deliver superior customer



21% increase
in upgrade offers



\$56,711
increase in revenue

experiences, Qualfon structured our business processes around the client's vision of brand loyalty. This ultimately triggered a cultural shift towards customer centricity that stimulated customers to purchase more upgrade offers.

Redefining Success

In addition to standard metrics, interactions were evaluated based on whether agents delivered personalized experiences that sparked deeper brand relationships.

Results

- 21% increase in upgrade offers (when compared to the previous year)
- \$56,711 increase in revenue

Learn more at www.qualfon.com or contact a sales person today at 1-877-261-0804.