



CASE STUDY

**Creating a 24/7 Customer Support team
for Venture backed E-Commerce Startup**

Introduction

Connext is a customer service outsourcing company that specializes in creating custom, dedicated customer service teams for businesses. In this case study, we will discuss how Connext helped an e-commerce startup overcome staffing challenges, provide 24/7 support, and streamline customer service processes.

Background

The e-commerce startup was experiencing rapid growth, and their existing customer service team was struggling to keep up with the demand.

Customers were experiencing long wait times, and many were frustrated with the level of support they were receiving. The startup recognized that they needed to take action to improve their customer service experience, but they were unsure of how to do so.



Creating a Custom Customer Service Team

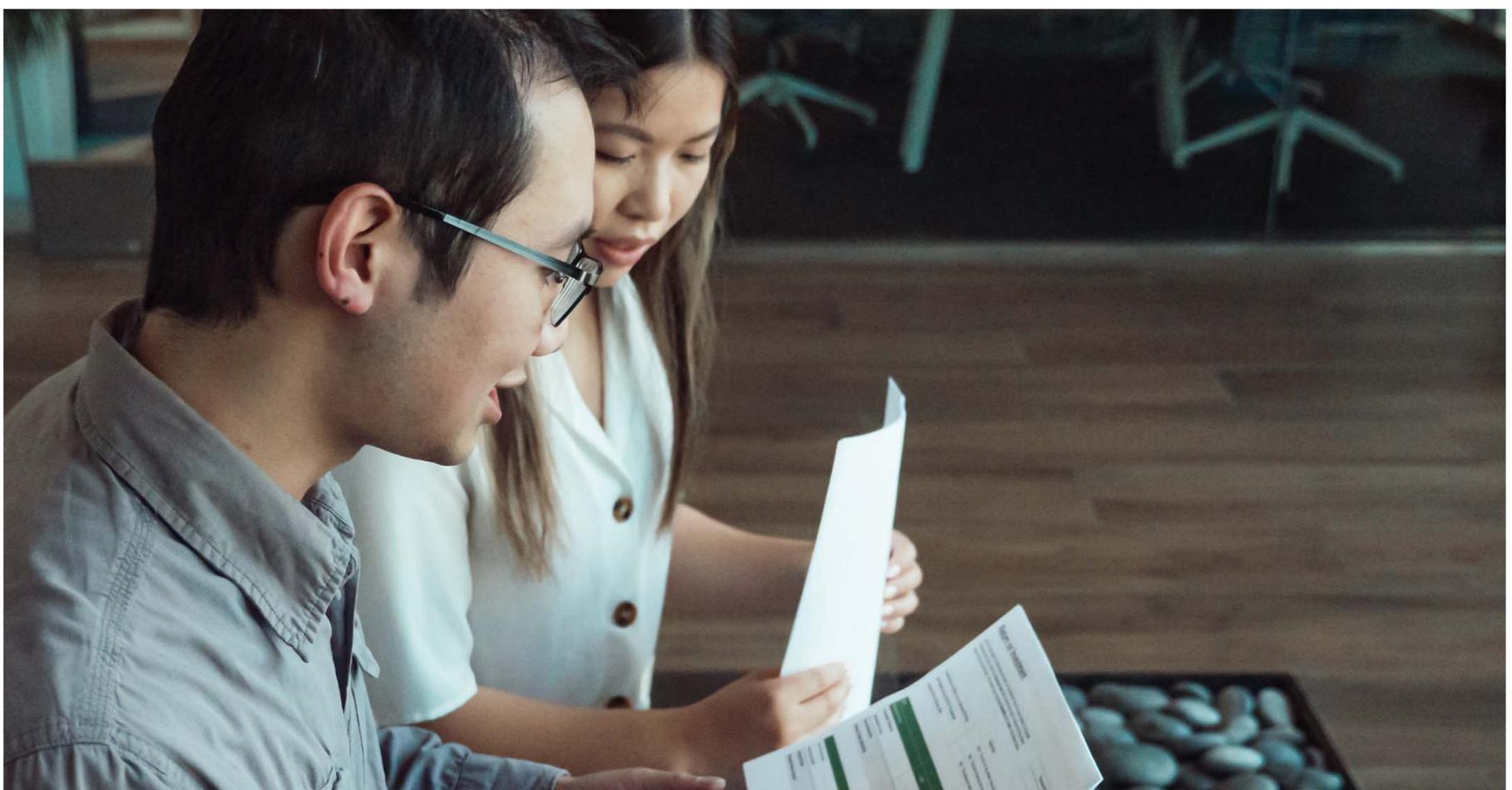
Creating a Custom Customer Service Team: After researching various outsourcing options, the startup decided to partner with Connext. Connext worked closely with the startup to understand their specific needs and requirements. Together, they designed a custom customer service team that was dedicated solely to supporting the e-commerce startup.

The Connext team was trained extensively on the startup's products and services, as well as their brand values and messaging. This allowed them to provide a high level of support to customers, even though they were not directly employed by the startup.

Solving Staffing Challenges

One of the biggest challenges that the startup faced was staffing their customer service team. It was difficult to find and hire qualified candidates, and the turnover rate was high. By partnering with Connext, the startup was able to eliminate these staffing challenges.

Connext was responsible for hiring, training, and managing the customer service team, freeing up the startup's internal resources to focus on other areas of the business.



24/7 Support

Another challenge that the startup faced was providing 24/7 support to their customers. With a small internal team, it was impossible to provide round-the-clock support. Connex was able to solve this problem by providing a dedicated team of customer service agents who were available 24/7. This allowed the startup to provide a higher level of support to their customers, even outside of regular business hours.

Streamlining Customer Service Processes

Prior to partnering with Connex, the startup's customer service processes were inefficient and time-consuming. Connex was able to streamline these processes by implementing new tools and technologies. For example, they introduced a ticketing system that allowed customer service agents to manage and prioritize customer inquiries more effectively. They also implemented chatbots and self-service options to help customers find answers to common questions without needing to speak with a customer service agent.

Results

By partnering with Connex, the e-commerce startup was able to significantly improve their customer service experience. Customers were able to receive support more quickly, and the level of support was higher than before. This led to increased customer satisfaction and loyalty.

