



CASE STUDY | BUILDING A CROSS-FUNCTIONAL SUPPORT TEAM FOR A POS SOFTWARE COMPANY WITH CONNEX



CLIENT OVERVIEW

A point of sale (POS) software company providing cutting-edge solutions to retail and hospitality businesses was facing growing demands for customer support across multiple lines of business. The company also needed assistance with new product launches and sought to enhance its operational efficiency. To address these challenges, the company partnered with Connex Global Solutions to build a cross-functional support team and improve overall management of its customer service operations.



CHALLENGES

Multi-line Support Needs: The company needed a versatile support team to assist customers across various product lines, including retail, restaurants, and hospitality services.

Support for New Product Launches: As the company rolled out new products, it required additional resources to manage customer inquiries, provide technical support, and guide users through product adoption.

Call Center Transition: The company had an existing call center in the Philippines but sought better management and enhanced client support to optimize operations and improve service quality.

Cost and Efficiency Pressures: Scaling up support operations locally in the U.S. was cost-prohibitive, and the company needed a cost-efficient solution to maintain high levels of customer satisfaction.

SOLUTION: PARTNERING WITH CONNEXT GLOBAL SOLUTIONS

To address these challenges, the POS software company partnered with Connex Global Solutions to build a cross-functional support team and transition its existing call center operations in the Philippines to Connex. This partnership allowed the company to streamline customer support across multiple product lines while enhancing management and client support.

1. Cross-Functional Support Team

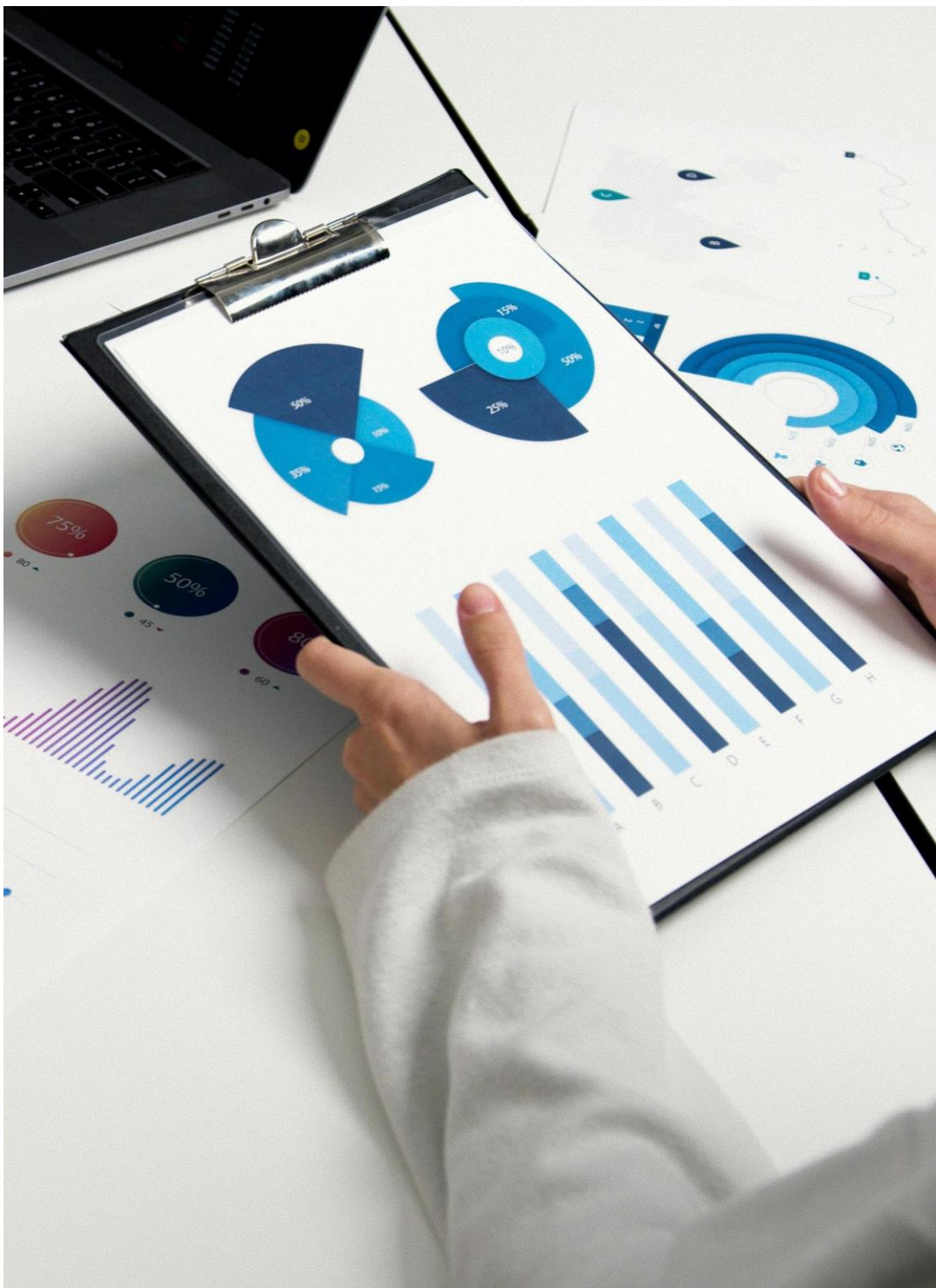
Connex helped the company build a cross-functional support team that could handle inquiries and provide assistance for various business lines, including retail, hospitality, and restaurant solutions.

Versatile Skill Set: The support team was trained to handle a wide range of customer inquiries, from basic troubleshooting to advanced technical support, ensuring customers received comprehensive service across all product offerings.

Support for Multiple Time Zones: With teams based in the Philippines, Connex provided 24/7 support, allowing the POS company to offer timely assistance to its global customer base.



2. Assistance with New Product Launches



The cross-functional team played a crucial role in supporting new product launches, helping customers adopt and integrate new solutions into their operations.

Launch Support: The team was trained to handle the unique needs of new product rollouts, providing onboarding assistance, answering product-related questions, and offering technical guidance to ensure a smooth transition for customers.

Customer Education: Connex provided ongoing training and resources to the support team, ensuring they were equipped with the latest product knowledge to help customers maximize the value of new features and updates.

3. Call Center Transition and Improved Management

The POS software company transitioned its existing call center operations in the Philippines to Connex, benefiting from improved management and better client support.

Enhanced Call Center Management: Connex took over the management of the company's call center operations, streamlining processes and improving overall performance. This resulted in faster response times and higher customer satisfaction.

Customized Support Solutions: Connex worked closely with the company to tailor support processes, ensuring the call center could handle the company's specific business needs, including technical support, troubleshooting, and general inquiries.

4. Cost Savings and Operational Efficiency

By partnering with Connex, the company achieved significant cost savings while improving the efficiency and quality of its customer support operations.

Cost-Effective Staffing: The company was able to build and scale its support team at a fraction of the cost compared to hiring locally in the U.S., resulting in substantial operational savings.

Improved Efficiency: Connex's cross-functional team provided faster resolution times and higher levels of service consistency, helping the company deliver an enhanced customer experience.



RESULTS

Seamless Call Center Transition: The POS software company successfully transitioned its existing call center to Connex, benefiting from better management, improved response times, and higher levels of customer satisfaction.

Cross-Functional Team for Multi-line Support: Connex's cross-functional support team provided comprehensive assistance across multiple business lines, allowing the company to serve a diverse customer base more effectively.

Product Launch Support: The team's involvement in new product rollouts ensured a smooth onboarding experience for customers, helping them adopt and integrate new software solutions with ease.

Cost Savings: By leveraging Connex's talent pool in the Philippines, the company saved significantly on labor costs, allowing it to reinvest resources into product development and other strategic initiatives.

Improved Customer Satisfaction: The company saw improvements in response times, resolution rates, and overall customer satisfaction, thanks to Connex's efficient and well-managed support operations.

CONCLUSION

Connex Global Solutions provided the POS software company with a cost-effective, cross-functional support team that not only improved customer service across multiple lines of business but also supported new product launches. The successful transition of the company's call center operations to Connex further enhanced customer satisfaction, operational efficiency, and cost savings. By partnering with Connex, the POS software company was able to scale its support operations and maintain a high level of service while driving growth and innovation.



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