



ADD COS  
CASE STUDY

# Retail

Headwear / Apparel

**DDC**   
Outsourcing Solutions



**Multilingual  
Customer  
Lifecycle  
Solution**

**It's a  
98%  
Success!**

## **Overview**

Our client is a global headwear and apparel manufacturer and retailer across the USA, Canada, Europe, Asia & Australia, who has been operating since the 1920s. Their success has led to them being the official on-court cap of the NBA, making them the first brand in sports history to have an exclusive on-field, sideline and on-court headwear rights globally for all three major U.S. leagues at the same time.

# PREVENTING MISSED COMMUNICATION



## Clients Needs

Our clients had considered hiring an in-house team but knew it would give them little room for flexibility during low and peak periods, so they set out finding a partner who in their words would 'provide us with a multilingual flexible solution'.

The company relied on in-country account managers to handle incoming emails, calls and chats. However, this was not their core function, resulting in missed communications with customers, leading to negative feedback. As a customer-centric brand, they made the decision to move to an outsourced customer service team with us at DDC OS.

They were looking for a central customer service team managing all customer contact across five countries and languages. This would ensure that customer queries are picked up and resolved in a timelier manner, resulting in better customer experience. Further, giving the Account Managers time to focus on their core tasks.

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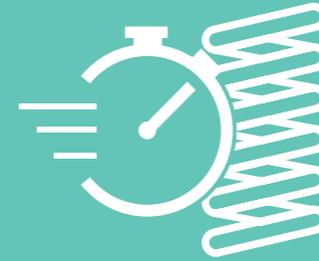
# Our Solution Summary



Consolidated multilingual contact service solution.



Agents skilled with at least two of the languages required, some working over four languages.



Fast and flexible implementation process.



Delivering the clients company values throughout the customer experience.



Ad hoc support for busy periods or absences.



Providing agents that become an extension of the company.



Assisting with continuous improvements using information identified in our omnichannel customer services.



Solution involves handling inbound customer contact via calls, webchat, and email, in English, German, French, Spanish and Italian.

RESULT

It's a  
Success

98%

KEY SUCCESS POINTS



Increased customer satisfaction scores within the first few weeks.



Increase in amount of positive external review feedback.



Response times have significantly improved.



SLAs achieved within the first 2 weeks of going live.



CSAT scores increased week on week (remain high).



Abandonment rate has reduced.



Significant improvement in completion rates.



Increased customer feedback, with comments being left about the level of service they are receiving.



Selected by Trustpilot for their case study portfolio for the significant improvement of their score.



Significant decrease in the amount of missed correspondence.



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# A DDC OS CASE STUDY

