



A DDC OS CASE STUDY

Retail

Online Optician

DDC 
Outsourcing Solutions



Multilingual
Customer
Service
Solution

It's a
FCR
^11%
Success!

Overview

Europe's leading omnichannel optician with e-commerce sites in 10 countries, over 30 company-owned stores in Germany, and a network of partner options across Europe.



HIGH QUALITY
FLEXIBLE TEAM



Clients Needs

Our client was looking to partner with an outsourcer for multiple reasons. Firstly, they wanted to enhance their customer service offering across the European market. To support their growth, this service would need to cover inbound voice and email communications in multiple languages, 7 days a week, 364 days a year. Moreover, the dedicated team would need to flex up and down to support seasonal demand, with the client seeing a spike during the summer months. The outsourced team would need to embrace the brand and seamlessly integrate with the client.

Excellent Customer service is vital for this online optician as they aim to build confidence in this new way of purchasing glasses. It is not simply a case of dealing with the occasional damaged item or delivery concern, but also prescription related questions which require a deeper technical understanding. To deliver this, the team naturally would need to be of high quality to handle these queries.



Our Solution Summary



Provided multilingual services from our nearshore location.



Flexed to meet volume spikes and offer secure remote working.



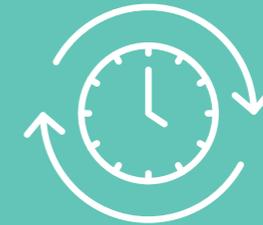
Delivered training on the client's premises for full brand immersion.



Provided expert technical support that is expected of an online optician. Such as, thickness of glasses, pupil distance measurements and beyond.



Invested in qualified people in the eyewear industry to better understand and support the end customers.



Managed the team over extended hours and days.

RESULT

**It's a
Success!**

FCR

^11%

KEY SUCCESS POINTS



Seasonal team that doubles in size.



Service Levels & KPI's consistently met.



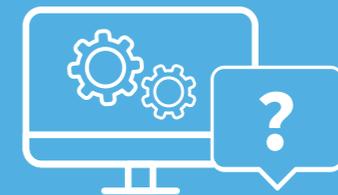
Improved Trustpilot scores.



QA Framework mutually developed.



First Contact Resolution improved by over 11%.



Delivered complex query management.



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