



# A DDC OS CASE STUDY

## Fashion

(Headwear) Retailer



# Overview

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



Customer  
Support

it's a success!

99%

Quality across  
all channels  
and languages.



**“Customer enquiries are received and actioned quickly and efficiently.”**

# Clients Needs

**Over five years ago, our client set out to find an outsourced partner that could help them handle contact spikes across multiple languages.**

Originally, in-country account managers had to respond to customer issues, leading to missed communications and core functions not receiving attention. As a customer-centric brand, they decided to move to an outsourced customer service model with DDC OS.

They were looking for a central customer service team to manage all customer contact across five markets and languages. This would ensure that customer enquiries are received and actioned quickly and efficiently for both the customer and client. It also freed up their account managers to focus on their core activities.

The client wanted to do this with a true partner, one that they could develop a long-term partnership with, ensuring brand consistency and quality service.

# Solution Summary



Bilingual agents covering multiple international markets.



Language offering includes English, German, French, Spanish and Italian.



Flexible resource to handle peaks in demand.



Inbound customer contact across voice, chat and email.



Brand and tone of voice adoption.



Trustpilot management.





**99%**

Quality across  
all channels and  
languages.

**98%**

Calls answered

**98%**

Live chats answered

## KEY SUCCESS POINTS



Identified by Trustpilot  
as a high performer  
due to the significant  
improvement in  
review score.



Bilingual agents drive  
value by reducing  
headcount needed  
to support many  
markets.



All targets exceeded.





The Data Solutions Centre,  
Manton Wood Enterprise Park,  
Worksop,  
Nottinghamshire  
S80 2RT

☎ 01909 488600

✉ [enquiries@ddcos.com](mailto:enquiries@ddcos.com)

🌐 [www.ddcos.com](http://www.ddcos.com)

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