

Sportswear Company Scales Their Contact Center Operations and Improves Customer Satisfaction



ABOUT THE CLIENT

Our client is a global outdoor brand that creates active lifestyle gear fortified with industry-leading technologies.

Over the last 80 years, our client's family of brands has grown to more than 10,000 employees and proudly sells products in more than 100 countries.

Challenge.

Our client needed to increase headcount in their contact centers, get better insights into their recruiting metrics, and bring on more multilingual talent to rebuild lagging customer satisfaction.

Hiring Challenges Impact Customer Satisfaction

Providing an excellent customer experience is a top priority for our client. This extends beyond the storefront and includes the contact centers where customers reach out for help with the client's products.

The sportswear company engaged multiple vendors to support their contact centers, but they faced difficulties in finding appropriate solutions that could meet the client's specific needs. As a result, their customer satisfaction scores suffered.

Solution.

Within two years, Evergreen transformed the client's operations, making this location the global brand's top-performing contact center.

To do this, we:

- Increased headcount 5x and responded to seasonal needs fluctuations
- Hired multilingual talent to serve the global customer base
- Created a three-week training program for new hires
- Regularly hosted soft skills training including empathy-building, DEIB, and customer care exercises—a type of training that can directly lead to higher customer satisfaction.
- Implemented performance scorecards so the team knew how they were positively impacting customer satisfaction.

4.25x

The industry-standard CSAT response rate.

98%

Average CSAT score for nonpolicy related issues.

91%

Schedule adherence.