



Footwear Catalog Retailer

Company Description

Our client designs, imports, distributes, and markets a broad range of women's footwear and accessories. These are sold through their catalog and retail stores in the United States and Canada.

Application

Speech-enabled self-service customer care solution.

Key Business Challenge

The client previously used live agents to handle all customer calls. In addition to having its own Customer Service Representatives, an outsourced call center was used to handle overflow at times of high call volume, as well as calls received during off hours.

They were looking to reduce their costs by offloading less complex customer inquiries from the live agents. This would eliminate the need for additional staff during peak volume periods and minimize the number of calls handled by the higher-cost outsourced call center. In addition, it was critical to the client to maintain its brand equity, overcome any customer concerns regarding automation, and communicate a single, cohesive message across all channels.

Parus Solution

The Parus application performs several functions. Each caller to the client's toll-free number is greeted by the application and asked the reason for her call. The call is then routed to one of the application's self-service functions or, in the case of new orders, transferred to the call center. There are four self-service functions:

- Order status: After identifying the caller, the application gives status of her order. The information provided

includes whether the order has shipped, the expected or actual delivery date, as well as the shipment's FedEx tracking number. The application is able to handle both simple orders and complex orders, such as those where some items have shipped while others are on backorder.

- Return status: For callers inquiring about the status of a product return, the application first informs the caller whether the returned shoes have been received. If so, the caller is then told the amount her account has been credited, the type of credit (i.e. credit card, merchandise credit), and date the credit was processed.
- Change of address: The Parus application enables a customer to quickly change her address information. She can change her billing address, shipping address, or both.
- Catalog request: For new customers requesting a product catalog, the application first collects the caller's name and address. In addition, it assists the client's marketing efforts by determining where the caller heard about the catalog. For example, if the caller saw one of the client's magazine advertisements, the magazine name and published date would be collected.

Competitive Alternatives

In evaluating the Parus solution, the client compared it to the in-house and outsourced customer contact centers that they had been using.

Reason for Choosing Parus

The client selected Parus because of its ability to reduce their customer care costs while still providing the high-quality user experience for which they was known. In addition, Parus' strong technical expertise freed them from investing significant technical resources in the application's backend integration.