



## CASE STUDY

# Leading retail and online company

Among highest NPS, JD Power  
and ACSI scores

**20** countries

**100,000** employees

### APPROACH

- Built out scheduling and forecasting models all online sales and associated reasons.
- Scoped domestic US locations using our 16-factor “Best-Fit” template, yielding new center to handle large percentage of monthly volumes.
- Ran competitive RFP among 12 potential BPOs, producing contracts with two of them to shoulder holiday volumes and some of the monthly needs.
- Recommended strategic actions from *The Frictionless Organization* and Contact Optimization to reduce the rate of contacts.

### CHALLENGE

- Handle growing amount of online customer contacts before the pandemic and more so during the pandemic.
- Preference for contact centers to be in the US for US customers.
- Unable to associate forecasted online sales to assisted support needed, so service levels varied widely.

### IMPACT

- Met service levels throughout busy holiday season and month over month.
- Primed the company to roll off using 3rd-party support with novel augmentation program.
- Grew contact center and customer experience skills.

For more information visit us at  
[www.drivasolutions.com](http://www.drivasolutions.com) or email  
us at [info@drivasolutions.com](mailto:info@drivasolutions.com)

Driva (pronounced drEE-va) is derived from the Swedish word “to propel” or “to move forward.” This word encapsulates the company’s quest to bring actionable ROI-based solutions to address the challenges of increasingly demanding customers and the complexity of running today’s local and global customer support operations.