

Case Study: Accent Group

Live Chat (Done Right) Offers Path to Productivity, Customer Satisfaction



Australia's ecommerce footwear giant partnered with Ubiquity to kick their ecommerce customer experience into high gear with a skilled team and performance management platform integration.

Live chat is becoming a go-to channel for support, especially for online shoppers. But it's a channel that demands real-time responsiveness and accuracy to drive satisfaction and repeat purchases. Accent Group sought a partner with proven retail and chat experience to give the channel the attention it requires.

Strategy and Solution

To build a high-performance chat team, Ubiquity started with recruitment. Creating a targeted agent profile, Ubiquity focused on identifying and attracting candidates with the right mix of ecommerce experience and familiarity with servicing Australian consumers. Ubiquity also invited Accent Group to be involved with the interview and selection process, particularly with Team Leaders, to ensure culture alignment. Workforce Management provided optimal staffing, scheduling and headcount through a combination of best practices and data analysis, along with real-time adjustments based on actual volume.

Ubiquity's focus on data extended far beyond workforce management—driving the highest levels of productivity and customer satisfaction, even during holiday shopping spikes. Delivered through InTouch, a custom-built performance-management platform, data on everything from average handle time to Quality Assurance and customer survey results was funneled directly to team leaders' tablets. With reporting at their fingertips, team leaders could monitor productivity and performance and then deliver personalized coaching more quickly. Agents who consistently hit productivity targets received rewards, and those productivity benchmarks increased with the agents' tenure.

Following the success of the chat team, Accent Group wanted the same access to real-time reporting and coaching logs for their internal team, so Ubiquity integrated their inTouch platform with Accent Group's CRM tool Zendesk. The integration provides Accent and Ubiquity leadership with an easy-to-access dashboard where they can view key metrics across Accent's captive center in Melbourne and Ubiquity's Manila-based team. By proactively analyzing timely results of customer satisfaction surveys, specific drivers of negative sentiment are quickly identified and resolved.



Partnering with Ubiquity has helped our ecommerce business expand support hours and channels while also improving the customer experience. We appreciate Ubiquity's commitment to driving better results using data and personalized staff development.

Tim Greenstein,
General Manager - Supply Chain & Technology, Accent Group

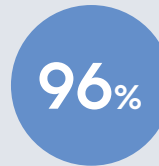
Results



Customer Satisfaction



Faster than Avg. Chat Response Time¹



Acceptance Rate

¹ SuperOffice's 2019 live chat research found the average wait time for live chat support requests is 2 minutes and 40 seconds, based on a study of 1,000 websites in the U.S. and Europe.

At a Glance

Accent Group Limited is the regional leader in the retail and distribution of performance and lifestyle footwear, with more than 420 stores across 10 different retail banners and exclusive rights for 10 international brands across Australia and New Zealand. Brands include: The Athlete's Foot, Hype DC, Platypus Shows, Skechers, Merrell, CAT, Vans, Dr. Martens, Saucony, Timberland, Sperry Top-Sider, Palladium and Stance

Services
Live chat and email support

Location
Manila, Philippines