



# Transforming the Customer Service Center into a Profit Center with an Insight-Led Voice Program for a Leading US Retail & E-Commerce Brand



*We fundamentally transformed our customer service operations from a cost center into a revenue-driven function. With an insight-led approach, we achieved measurable gains in efficiency, customer satisfaction, and revenue performance.*

A U.S.-based retail and e-commerce brand known to deliver a digitally driven, customer-centric shopping experience across online channels and select physical touchpoints. With a growing customer base, their customers expect an elevated experience and optimized journeys.

The client faced low CSAT scores, weak cross-selling and up-selling performance, and rising operational costs, limiting both customer satisfaction and profitability. To address these challenges, the client sought a strategic partnership to transform customer operations from a cost center into a revenue-generating function.

## HOLISTIC CUSTOMER SERVICE TRANSFORMATION DRIVING EXPERIENCE, REVENUE, AND COST EFFICIENCY

IGT Solutions implemented a comprehensive, insight-led Customer Care Voice program to help the client transform its customer service operations into a scalable, revenue-generating function, while improving the experience and controlling costs.

- Used advanced analytics and root-cause analysis to identify experience gaps and sales inefficiencies impacting CSAT and conversions
- Optimized the delivery model by relocating operations to a cost-efficient location without compromising service quality
- Redesigned agent training to focus on consultative engagement, cross-selling, and up-selling effectiveness
- Streamlined workflows through process standardization and targeted automation to improve productivity and reduce costs
- Established a continuous improvement framework to sustain performance gains across CSAT, revenue, and operational efficiency

## DRIVING SLA EXCELLENCE, HIGH CSAT, AND REVENUE GROWTH WITH OPERATIONAL TRANSFORMATION

The program delivered strong, measurable outcomes across efficiency, customer experience, workforce stability, and revenue growth. Average Handle Time improved by approximately 7%, while ~96% SLA compliance was maintained with zero breaches, even as call volumes and complexity increased. Knowledge-base enhancements and focused agent upskilling reduced transfer rates from 5% to an industry-leading 0.39%. Workforce stability improved significantly, with Quality and CSAT consistently exceeding targets and sustaining 95% quality scores and 95% CSAT throughout the year. Revenue enablement delivered the strongest gains, with upsell performance surpassing targets to reach 35%, while productive hour delivery peaked at 116%, demonstrating a mature, scalable, and continuously improving operation.

## AT A GLANCE

### INDUSTRY

Retail & e-Commerce

### THE CLIENT

The client is a leading US retail and e-commerce company.

### CHALLENGE

The client faced low CSAT, underperforming cross-sell and up-sell outcomes, and rising operational costs.

### SOLUTION

Delivered an insight-led Customer Care Voice transformation, leveraging advanced analytics, delivery model optimization, consultative agent training, process standardization, automation, and continuous improvement to convert customer service into a scalable, revenue-generating operation while improving CSAT and controlling costs.

### RESULTS

- ~7% lower AHT
- ~96% SLA
- Improved Quality Scores to 95%
- Improved CSAT to 95%
- Upsell lifted to ~35%
- Productivity peaked at ~116%