

Case study

Training & development delivers premium CX support



When balancing complex queries and multiple communication channels, one multinational consumer electronics business looked to the employee experience to support the delivery of an elevated customer journey in every channel.

Challenges

Management of multiple communication channels

Management of 9 product categories

Supporting a diverse range of retail and wholesale consumers

| How we helped



2m

Customer interactions per year



+61

Net promoter score



90%

Customer satisfaction

| Our approach



Support Mobile, TV, and Domestic appliance customers across various channels, as well as B2B customers and complaints.



Providing high-quality support to major retail channel partners.



Manage Phone, Twitter, LinkedIn, Pinterest, Instagram and Facebook channels, as well as the Community and Google and Amazon reviews.



KPIs focus on agent engagement, cSAT, NPS, and First Call Resolution.

“The willingness that I see in Capita to collaborate really openly and honestly to solve problems that are faced by our common customers is what makes the partnership so strong.”

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